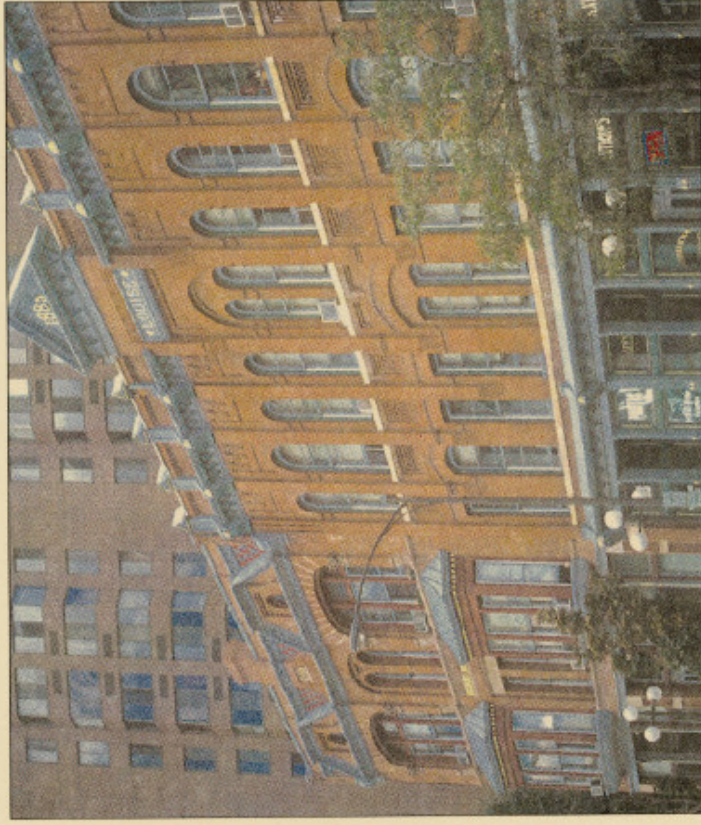


SEVEN CORNERS GATEWAY PLAN

A Design Charrette for West Seventh Street



February 1, 2000

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prepared for

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and

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Executive Summary

The Seven Corners Gateway area is on the verge of change. With recent investments on the western edge of downtown (such as the Minnesota Wild Arena, new Science Museum of Minnesota and RiverCentre complex), this neighborhood just west of downtown is experiencing redevelopment opportunities unseen for decades. The opportunities are real - new business creation, existing business expansion, new housing demand, a stronger mixed-use neighborhood - but so are the challenges. Retaining the Gateway's "sense of place" - its scale, character, heritage unique public spaces and relationship to downtown - becomes a challenge in the face of so much potential change. The Seven Corners Gateway Plan lays out a strategy for managing that change - taking best advantage of the opportunities while meeting the challenges in a positive, integrated way.

The Seven Corners Gateway Plan frames these opportunities and challenges in the context of a strengthened traditional urban neighborhood with strategic proximity to one of the state's most intensively active entertainment centers. The Plan includes opportunities for infill construction, adaptive reuse of older buildings, and preservation of a traditional Saint Paul neighborhood. By better utilizing older properties, improving access to Children's and United hospitals, enhancing the West Seventh businesses between Kellogg Boulevard and Grand Avenue, and building new housing in historic Irvine Park, the Seven Corners Gateway Plan demonstrates this community's desire to remain a great place to live, work, shop and play. This Plan originally was to encompass an area north to south between 1-35 and Exchange Street, and east to west between

Kellogg Boulevard to Grand Avenue. As the charrette process unfolded, it became apparent that areas to the east and south, including the proposed Smith Avenue Transit Hub and parts of Irvine Park, were substantial components of the Seven Corners Gateway.

The unifying vision of an urban village was framed using a public participation process called a charrette. During this event from October 14-21, 1999, a Design Team of professional planners, urban designers, architects, landscape architects, transportation engineers and market analysts listened to the community through a series of presentations and a Citizen Workshop. The Design Team then translated the community's values and aspirations into design and development initiatives. To conclude the event, the Design Team presented in verbal, numeric and graphic format those initiatives back to the community. This Plan documents those findings and recommendations.

The Seven Corners Gateway Plan is composed of several components that together form a unifying vision for the Gateway. This Plan is built on previous plans and studies of the area, as well as current plans of individual business owners and community leaders. It is framed around three fundamental urban village components:

- the Medical Campus,
- Main Street commercial corridor, and
- the Irvine Park neighborhood.

In addition, the Plan describes several support systems, including:

- the Seam connection between the Gateway and downtown,
- an attractive Public Realm,
- transportation, including transit, traffic and parking, and
- business and economic market potential.

The Plan was inspired by the local community. Its content is their property. Evolution of the Seven Corners Gateway urban village through incremental development is the responsibility of the community as a whole. Individual components may develop differently than described in the Plan due to different opportunities and challenges the community faces over time. However, choices made in redevelopment and new construction should be evaluated in relation to this Plan, and implementation should pursue the fundamental objectives of creating a unique, mixed-use urban village within walking distance of downtown.

Most important to the plan's follow-through are the efforts of the City's leadership. This document assists the City and planning authorities in understanding the community's desired vision and nurturing the seed for its realization.

Summary of Recommendations

The Arena

- The Seven Corners community should build on its existing assets and increase opportunities to maximize the Arena as a community-wide resource.
- The West Seventh Street corridor should maintain a diversity of uses, scale of buildings, relationship between building and street, and its relationship to the Irvine Park residential neighborhood.
- The Seven Corners community should work with the City to complete its Event Management Plan, with particular consideration of community policing for crowd management and local resident and employee safety.

The Seam

- Higher-density housing or hotel uses should be placed in the triangular block formed by Chestnut Street, Eagle Parkway and Exchange Street.
- A site appropriate for building of an "extended stay" hotel should be designated within the Seam.
- A terrace should be built on the west side of Kellogg Boulevard to provide an outdoor space adjacent to the activities in RiverCentre.
- The Armstrong/Quinlan House, currently on the site of the new transit /parking facility, should be moved to the corner of Exchange Street and Eagle Parkway.

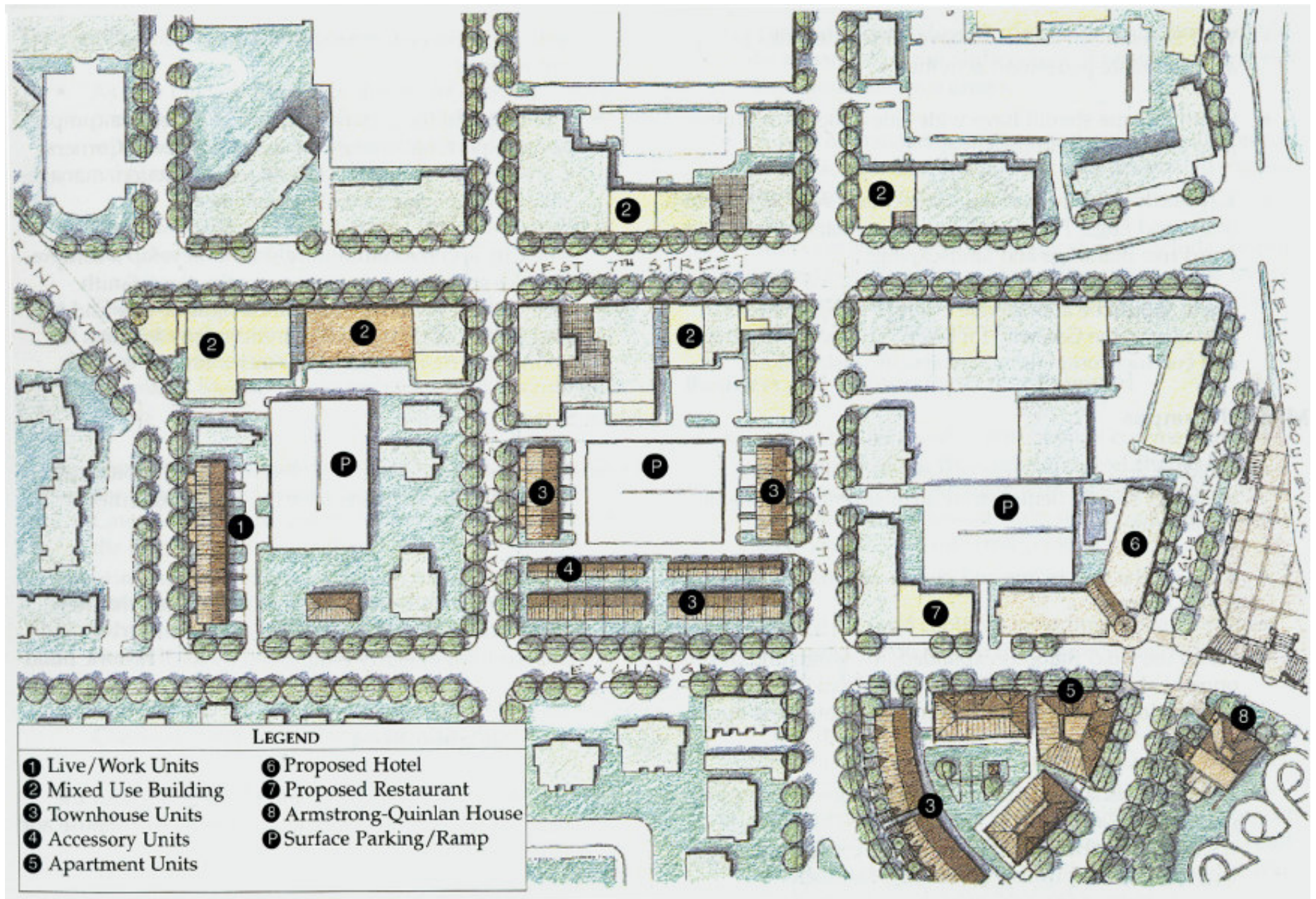
Smith Avenue Transit Hub

- The transit/parking facility should appear as a *building for storing cars*, complementary to its surroundings and with signage to guide drivers conveniently to parking spaces within it.
- The transit/parking facility should contain retail and hospitality uses at street level.
- The architectural character of the transit/parking facility should be complementary to the urban character of neighboring buildings and the architecture of the Arena.
- The design and development of the transit/parking facility should re-open Smith Avenue to connect with Fifth Street.

Public Realm

- The existing network of streets should be enhanced by plantings, ornamental lighting and street furniture in character with the period of local historic buildings.
- Transit stops should be strategically placed to encourage and celebrate transit use.
- Bike racks should be placed in strategic locations within the Gateway to allow bicycle access to shopping and employment destinations.
- New public open spaces should be created where possible, such as a green within the medical campus.

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- West Seventh Street should have wide sidewalks to accommodate pedestrian activities.
- Smith Avenue should have wide sidewalks with prominent entry courts off the street.
- Key north-south pedestrian connections, such as Walnut Street and Eagle Parkway, should be enhanced with generous tree plantings and landscaping.
- There should be a deliberate effort to designate sites throughout the Gateway for public art, secure funding and conduct competitions for specific installations.

Medical Campus

- Building and construction of new medical campus buildings should demonstrate a consistent, identifiable architecture.
- Improve the streetscape and pedestrian character of Smith Avenue.
- When the Gold Ramp is expanded, its design and development should include retail bays at street level to house additional hospital or community business opportunities.
- The hospitals should pursue opportunities to locate support services attractive to local residents, business owners, medical patients and employees in shopfront buildings outside the primary health care facilities.
- Incentives for hospital employees to use transit and live within the Seven Corners Gateway area should be

encouraged.

- The City and the community should develop a comprehensive parking strategy for the entire Seven Corners Gateway that includes additional construction, management and policing of parking facilities.
- The City and the community should develop a comprehensive street improvement program along Smith Avenue that includes both public right-of-way and private entry courts to medical buildings as a means for connecting medical buildings into a unified campus.

Main Street

- New buildings along West Seventh Street should capitalize on the urban village lifestyle, including a mix of uses.
- A design district should be established that includes urban and architectural standards to ensure that new construction respects and complements the urban and architectural integrity established by local historic buildings.

Irvine Park Neighborhood

- Housing choices should be increased throughout the neighborhood by developing apartment, townhouse and live-work units.
- The parking supply for local businesses should be placed towards the center of urban blocks.

Transportation and Parking

- As new medical buildings absorb the existing surface parking lot at Smith and Kellogg, parking should be replaced with either surface or structured parking internal to individual blocks.
- The exterior skin of new parking structures should fit the urban fabric of the environment.
- The City and the community should explore and implement shared parking strategies for the entire Gateway area. An immediate opportunity is the use of United Hospital's Blue and Gold ramps by West Seventh businesses.
- The City and the community should consolidate parking supplies in appropriate places such as in the Medical Campus, the Seam and at the center of urban blocks to the south of West Seventh Street.
- The City should continue to explore the need for left-turn lanes at the intersection of Chestnut and West Seventh streets as the area develops.
- The City should designate Eagle Parkway, instead of Chestnut Street, as a minor arterial roadway.
- The City should designate Eagle Parkway as a 10-ton truck route.
- Transit routes should continue to focus on West Seventh Street as the dominant transit corridor through the Gateway.

- The pedestrian sidewalk of West Seventh Street should be enhanced by the replacement of raised planters with flush-mounted tree grates.
- An event management strategy should include control of traffic flow through policing and designated ingress and egress routes.
- An event management strategy should include control of parking through use of permit parking in the Irvine Park neighborhood and ATIS message boards to direct drivers to available parking.

Business and Economic Market Potential

- Redevelopment and construction of commercial and office space along West Seventh Street should be designed to be compatible with historic building types and uses, neighborhood-scale, mixed-use and pedestrian-oriented, with off-street parking interior to the blocks.
- The City should continue including existing business and property owners in the planning and redevelopment of the Gateway area.
- The City and community should adopt a balanced development program for the Seven Corners Gateway.
- Incremental development of infill sites, redevelopment and adaptive reuse of existing sites along West Seventh Street should balance the commercial needs of the Irvine Park neighborhood, the Medical Campus and downtown entertainment venues.

- The commercial space planned for the Smith Avenue Transit Hub should be the location for bars, restaurants and national chains.
- The local community should continue promotional activities to promote all businesses within the Gateway.
- The business community should promote shopping and hospitality opportunities among downtown workers through targeted advertising and discount opportunities.
- The City and the local community should encourage Metro Transit to build user-friendly transit stops within the Gateway that demonstrate that transit is a safe, comfortable and dignified means of travel, and to promote local retail and hospitality businesses.
- The City, the hospitals and the local community should explore additional incentives for shared parking throughout the Gateway

I. BACKGROUND

Charrette Objectives

The objectives of the **Seven Corners Gateway Charrette** were established very early in the planning process. The Charrette was used to accomplish the following goals:

1. Identify key redevelopment sites and suggest building and/or site uses.
2. Recommend an urban design framework that graphically illustrates development opportunities, locations for new parking facilities, building configurations, etc.
3. Recommend a set of urban design principles to guide public and private investment in the study area, evaluate redevelopment proposals, and form the basis for zoning and other design/development regulations.
4. Recommend urban and architectural standards for retaining local aesthetic character.
5. Recommend public realm improvements, including pedestrian connections, lighting, landscaping, street furniture and the design of public spaces.
6. Recommend design strategies to enhance pedestrian movement and safety.
7. Recommend a parking and traffic management strategy.
8. Recommend strategies for local business retention and expansion within the Gateway.
9. Recommend changes to zoning and other relevant ordinances to implement the urban design principles.

Planning Context

From a planning perspective, the objectives of the charrette are closely tied to the unifying objectives of the City to create a city of neighborhoods, districts and corridors. Both the 1999 *Land Use*

Plan and *Housing Plan* chapters of the *Saint Paul Comprehensive Plan* have direct reference to the principles of New Urbanism. New Urbanism is an urban design, planning and architectural philosophy based on traditional urban patterns. It proposes that today's incremental development can emulate the sustainable patterns of existing neighborhoods, towns and cities people have loved and cherished for centuries.

In the Land Use Plan, Strategy 2: Neighborhoods as Urban Villages states:

The city is composed of neighborhoods. Each neighborhood should have a range of housing types suitable for people at all stages of life and a range of housing prices. Each neighborhood needs to have a successful niche in the housing market so that home values rise parallel to increases in the metropolitan housing market.

Strategy 3 of the Land Use Plan states:

Corridors for growth complements the neighborhood strategy by linking large redevelopment sites along corridors such as the West Seventh Corridor to provide new economic vitality to the neighborhoods near them.

The Land Use Plan also states that as development opportunities arise and projects are designed, the City will refer to the *Ten Principles for City Development* for guidance and consistency over time. These principles originate from the 1997 *Saint Paul on the Mississippi Development Framework*, and were described to the local community during the Charrette Kickoff and used as a foundation of this Plan's recommendations.

These ten principles are listed below and accompanied by this Plan's response to them.

1. Evoke a sense of place.

This area is not downtown. It has its own unique character exemplified by its historic architecture, hybrid of land uses, pedestrian-scaled streetscapes and Irvine Park. It is the purpose of this Plan to improve and enhance this unique sense of place.

2. Restore and establish the unique urban ecology.

The public realm, especially Irvine Park, is a natural relief to the urban intensity of RiverCentre, both hospitals and the West Seventh Street shopfronts. The Seven Corners Gateway Plan places a significant emphasis on restoring the tree canopy along these streets and open spaces, and the connection of the Seven Corners area to the river in order to balance natural and urban features in the area.

3. Invest in the public realm.

Irvine Park is probably the most notable public resource in the area. Along with the proposed park in the medical campus along Smith Street and the bluff line trail, the Seven Corners Gateway Plan reinforces the enclosure of street spaces with attractive buildings, as well as pedestrian-scaled transit features, lighting, sidewalks and landscaping. In addition, the Plan calls for opportunities for public art to be placed in appropriate places throughout the study area.

4. Broaden the mix of uses.

The most significant feature of the Plan is to increase the urban village character with new and redeveloped mixed-use buildings along West Seventh Street and new residential housing choices in the Irvine Park neighborhood. In

addition, the Plan suggests externalizing some support services for hospital employees and patients (day care, fitness facilities, food service, etc.).

5. Improve connectivity.

The existing traditional street and block pattern is enhanced by encouraging infill development within that pattern and discouraging the consolidation of blocks. Where there are vacant parcels or redevelopment opportunities, new construction emphasizes parking to the rear of buildings, allowing fronts of buildings to address the pedestrian-scaled street. In addition, the Plan recognizes the necessary visual and physical connection between the Capitol and the Cathedral to the river, as well as the connection between the study area and downtown.

6. Ensure that buildings support broader city-building goals.

According to the Seven Corners Gateway Plan, recommended new buildings are intended to be "fabric", as opposed to "object," buildings. Parking buildings have an external appearance complementary to the surrounding urban environment, even though their internal function is to store cars. There is currently a balance between Main Street and neighborhood-scaled buildings that should be reinforced to ensure sidewalks are good places for pedestrians.

7. Build on existing strengths.

The Seven Corners Gateway Plan supports existing local development successes, such as the hospitals, business establishments along West Seventh Street, and the historic Irvine Park neighborhood. It also builds on the existing fabric of streets, blocks and buildings, as well as its proximity to downtown, the Capitol and the river.

8. Preserve and enhance heritage resources.

Both the historic buildings of West Seventh Street and Irvine Park provide a reference for new construction consistent with the existing character of the area.

9. Provide a balanced network for movement.

The Seven Corners Gateway Plan reinforces a hierarchy of streets and pedestrian networks throughout the study area, particularly balancing the transit, bicycle and pedestrian opportunities against the surges of traffic generated by events in the Arena, RiverCentre, Ordway Theater and Science Museum complex.

10. Foster public safety.

Even during non-event times, public safety is addressed by reinforcing an 18-hour environment with a mix of uses, and increasing the "eyes on the street" by increasing the number of windows facing streets and open spaces. With all the before- and after- event activity expected to be in the study area, public safety is a significant concern to local residents and business owners.

The Housing chapter of the *Saint Paul Comprehensive Plan* also reinforces the principles of New Urbanism. Under the heading *Take Care of What We Have*, Section 4.1 states: "*Continue and expand efforts to enhance the city's traditional neighborhood design.*" Key neighborhood features that should be strengthened through preservation and production of housing include:

- a. *A mix of land uses and a broad range of housing types;*
- b. *A sufficient density of housing and related land uses to support mass transit; and*
- c. *Quality architecture and landscaping to define the*

streets and other public spaces.

Section 5.0 of the Housing Plan, Strategy 2: Meet New Market Demand, describes the type of new construction that would satisfy future demand for additional housing.

Those older households from which the children have moved on, and the younger ones that they haven't yet joined, represent the most active, expanding segment of the area housing market for at least the next decade. Households in this market are looking for alternatives to the single family home with its own yard: town-houses, condominiums and other properties more easily maintained or left for a week of travel.

These references to the guiding principles of New Urbanism are significant to this Plan's recommendations to illuminate the area's existing "old urbanism." Here, an established urban heritage of streets and sidewalks, historic architecture and utility infrastructure are valuable assets the community should build upon, not replace. The City's Comprehensive Plan reinforces the need to preserve the existing urban fabric in the Seven Corners area, and at the same time accommodate the needs of today's citizens.

Immediate Concerns

A long-term view towards planning is necessary to encourage the community's hopes, but this Plan is also intended to address some of the immediate issues with which the community is struggling today. These issues need attention because, unchecked, they could hold back potential long-term solutions directed at fulfilling the community's hopes.

Some residents' concern is that preservation is not a given in

city-building in the long am. Styles, preferences and political forces change over time. Someday there may not be the precedent, policy or political will to maintain the urban integrity of the neighborhood. This Plan responds by establishing urban and architectural standards that will guide incremental development of residential and mixed use buildings so they fit into the neighborhood, regardless of the time they are built.

United and Children's hospitals' greatest concern is that with all the new activities in the area, patients, arriving either on their own or in emergency vehicles, will be obstructed from smooth access to the medical facilities. By encouraging all this activity in the area, with the destination draw of the RiverCentre "complex," convenient movement and access may be difficult. The Plan responds by reinforcing the City's plans for direct access to the Interstate along Smith Avenue, establishing fluid traffic flow along West Seventh Street, and ensuring adequate parking for hospital employees and visitors.

The greatest fear of West Seventh Street businesses is not enough convenient, inexpensive parking. Perhaps as a means of competing with the activity malls generate, business owners are concerned with having adequate parking in close proximity to their businesses. This Plan emphasizes both the distinct uniqueness of the area and the pedestrian continuity of the street by consolidating parking on the street and towards the center of blocks. In this way, an attractive ensemble of urban buildings and spaces creates places people want to be.

The Charrette as a Planning Tool

The charrette is a process of translating the ideas and values people have about their environment into urban design and planning opportunities and strategies.

Many citizens experience public participation by reacting to a designed project at a public hearing, and are often not exposed to effective pro-active planning. With a charrette process, however, they get a chance to influence a project before a great amount of time, energy and money is put into it. A charrette is more about listening to citizens early in the process and educating stakeholders about possibilities than it is about creating specific designs. During a charrette, citizens see how their ideas can be translated by design professionals, public officials and developers into an improved neighborhood.

The charrette began with community leaders talking with the Design Team. On Monday, October 18 and on Tuesday morning, representatives of local neighborhood organizations, business associations, City agencies, institutional facilities, residents and business owners presented plans and ideas of what they thought about the Gateway's future. Monday evening, more than 50 participants assembled in the cortile of Landmark Center to participate in a Citizen Workshop to tell the Design Team and each other their vision of the Gateway's future.

Citizen Workshop

For the Citizen Workshop, the Design Team posed five questions to the participants, who were organized in five small groups. The questions were based on issues raised by the community interviews, as well as the Team's knowledge of the issues and opportunities in the study area. (A complete listing of all the responses is included in the Appendix.) The top responses to each question are listed below. Collectively, they tell much about which strategies are politically palatable, economically feasible and socially desirable for the Gateway's future.

1. *Name one of your favorite memories of the West Seventh neighborhood.*

Weddings, the fountain and walking the dog around Irvine Park ranked highest among the most treasured memories of the neighborhood. In addition, shopping and eating along West Seventh Street were favorite memories. Especially fond memories were attached to Seven Corners Hardware and Cossetta's.

2. *What kind of commercial district would you like West Seventh to be?*

The respondents voiced a strong preference for a diverse, mixed-use, neighborhood-oriented district, maintaining its historic character.

3. *The City of Saint Paul conducted a small area plan that resulted in land being rezoned land for residential building. For whom should we be building housing, and what kind should it be?*

With reference to placing more housing in the area, the respondents voiced a preference for a mix of housing types, but particularly housing to accommodate middle income, traditional families and senior citizens. The types of housing appropriate were those similar in type and character to the single family, rowhouse and apartment types already existing in the neighborhood. Local citizens expressed a desire for additional apartments over retail shopfronts, new townhouses and live-work units as well.

4. *Name two opportunities associated with the RiverCentre, Science Museum and Arena complex for this area.*

New construction of the RiverCentre complex was generally favored by the respondents. Although some

voiced concern over the impacts of additional people in the area before and after events, local citizens saw the opportunity to improve the visibility of the area, increase pedestrian and business activity, and provide a new park at the edge of the Irvine Park neighborhood.

5. *Where is the center of your neighborhood?*

Seven Corners, Seventh and Chestnut, Seventh and Walnut, and Walnut to Chestnut along West Seventh Street were considered by a majority of the citizens as the center of their neighborhood. Irvine Park was also considered a center by a number of local citizens.

The priorities established through the Citizen Workshop represented a foundation for the Seven Corners Gateway Plan.

II. RESTORING THE URBAN VILLAGE

Opportunities

From a local perspective, there are many characteristics of this area that offer a true urban neighborhood experience. The responses reflected through the Citizen Workshop in particular demonstrate the Seven Corners area as a place of tradition, history and strong roots to its origins in the 1800's river town days. Its urban form still retains much of the function and activity of those days. The folks who live and work here today like it here because the neighborhood is a well-designed place.

At the same time, the city is changing and, perhaps, in a manner inconsistent with the local heritage. Many citizens here ask themselves, "Why would I continue to live in this neighborhood or run a business here?" The Design Team heard through the community presentations, Citizen Workshop and the background studies that this urban neighborhood has all the ingredients of being a great place to live, work, shop and play, and to have all these activities within walking distance of each other.

In Irvine Park, for example, there is a selection of different residential housing choices. There are several commercial stores and services along West Seventh Street that cater to a local, regional and even national clientele. Downtown offices and workplaces are within walking distance to the east, but so are many employment opportunities in the United/Children's Hospital medical campus. Along with the riverfront and Irvine Park, the entertainment/restaurant uses downtown and in RiverCentre provide exceptional opportunities for entertainment and recreation for local residents and employees.

But some destinations visited frequently by local citizens may not be immediately accessible within walking distance. For these trips, several transit routes that am through the Gateway area are accessible on West Seventh Street. In addition, future construction of a transit hub to the northeast of the Seven Corners intersection will make additional transit routes available. In the not-too-distant future, there may even be a light-rail transit line along West Seventh Street to take local citizens conveniently to downtown or the airport.

All of these assets are worth building upon for the area's future vitality.

Four Planning Questions

The Design Team framed four fundamental questions to guide its planning and design sessions.

1. *Given the introduction of the Minnesota Wild Arena, RiverCentre and the Science Museum, how much can the West Seventh Gateway area absorb while preserving its special character?* The local community living and working in this area wanted to know the impact of a large entertainment and educational facility being put at their doorstep. One of the questions during the charrette was, "What is the fan demand?"
2. *What is driving the redevelopment program for this area?* Is it the preservation and scale of the neighborhood structure of Irvine Park, the West Seventh Street Corridor and the United/Children's hospitals? Or, is it the scale of the RiverCentre "complex," with all its traffic logistics, hospitality, and parking requirements? Can both programs drive the redevelopment process?

3. *Given the redevelopment pressures on the Seven Corners area, where should the City encourage new construction, and what form should it take? Should it cater to the traditional neighborhood character? Or, should it cater to the burgeoning downtown entertainment activities? Can it be a complementary combination of both?*
4. *Finally, and perhaps most importantly, if this Plan is as much about protecting the Irvine Park Neighborhood as it is about redevelopment along West Seventh Street, what are the lines of demarcation between city entertainment, institutional facilities, residential neighborhoods and commercial corridors? What are the roles of these different areas, and how do their land and building uses contribute to a viable, safe and attractive sense of community?*

These four questions framed the recommendations of this Plan around the theme of restoring the valuable essence of the historic urban village. However, in this new era, the urban village must not rely on nostalgia for its usefulness, but must also evolve as a collection of attractive, desirable and sustainable places for the citizens it will serve.

An Evolving Urban Village

It is quite evident that there is already a lot going on here. Along with the hospital facilities and Irvine Park, a number of destinations like Seven Corners Hardware, French Antiques, Twin Cities Magic and Costume and Cossetta's are bringing people into the area. Even with all this activity, the urban fabric has the capacity to handle more, if it is managed in a manner sensitive to existing residents and business owners, and to the area's scale and character.

There is pressure for new building and parking the cars that will

accompany it. Yet, there is only so much vacant land to build more buildings and park more cars. A desired urban village, where most activities of daily living for local citizens are within walking distance of each other, could be threatened under this pressure. For example, as the need for more parking increases, less space is available for buildings and places that shape people-oriented activities.

Therefore, the real challenge for the community is how to manage change without losing its special character. Local citizens must assure the existing urban fabric and places people love are retained. At the same time, they must assure new construction will be consistent with the established urban character local citizens and visitors enjoy today.

The Plan begins to demonstrate ways in which the community can protect and enhance its own cohesive urban village. The Plan frames recommendations that help the community retain what is special, manage its existing urban and economic assets, take advantage of future development opportunities, and frame the consequences of change towards benefiting the entire community.

Area Framework

To better manage this vibrant urban area, it helps to conceptualize the urban village in three components. In this way, the major opportunities and constraints for each component, as well as how each component contributes to the Seven Corners urban village, may be identified.

This Plan identifies three key urban components of the Seven Corners Gateway:

- **Medical Campus:** United and Children's hospitals and

their associated clinics.

- **Main Street Corridor:** shops, offices, restaurants and other businesses along Seventh Street.
- **Irvine Park Neighborhood:** single-family and multi-family housing around the neighborhood green.

All three, because of their particular activities and uses, have fundamentally different urban form, building typology, users and parking needs. Consistent among all these, however, is a public realm of streets and open spaces that become the principal urban village amenity of the Seven Corners Gateway.

A. Medical Campus: Most of the northern portion of the study area is occupied by institutional hospital uses in a superblock format. These are tall and bulky buildings, as they house a relatively sterile environment of a health care system. They are well-connected to allow frequent and unobstructed movement of employees and their patients. In addition, several independent medical clinics accommodate outpatient services in close proximity to the hospitals. Together, they should be considered a campus, and the urban design efforts of this Plan should reinforce an attractive campus arrangement of buildings and pedestrian-scaled connections.

B. Main Street Corridor: Even though the stretch of West Seventh Street in the study area does not take on the use characteristics typical of small town Main Streets, it has many of the urban characteristics of Saint Paul's early settlement heritage. It is a busy Main Street that must accommodate heavy traffic volumes, transit and a large number of pedestrians. The buildings are relatively small, and are occupied by relatively small businesses. There are exceptions, such as the Free at Last Church, the hotel at the

corner of Seventh and Kellogg, and the Fort Road Medical Building and residential tower. The characteristics of smaller-scale older buildings could be the basis of a Design District to preserve and enhance the sense of place so treasured by local area citizens.

C. Irvine Park Neighborhood: The neighborhood is both a designated historic district and listed on the National Register of Historic Places. It has older houses transplanted from other locations throughout the city into Irvine Park. Along with the Alexander Ramsey House and other historic single-family homes, it is an established neighborhood uniquely close to downtown. The Seven Corners Gateway Plan reinforces this historic character through preservation of the district and its buildings, frames new construction opportunities with the urban and architectural integrity of existing buildings, and recognizes the central open space as critical to the neighborhood's identity.

III. PLAN RECOMMENDATIONS

Plan Format

The Plan presents a vision of the Seven Corners community as a complete urban village. The Plan and its graphics are an interpretation of the will of local citizens and community leaders as revealed to the Design Team during the charrette. The Plan examines specific areas within the urban village, where special attention to the way they develop could either enhance the vitality of the Seven Corners Gateway or, if neglected, could become lost opportunities.

The Plan is a description of findings from the charrette and recommendations for implementation. Specific topics include the Arena, the Seam, Smith Avenue Transit Hub, Public Realm, Medical Campus, Main Street, Irvine Park Neighborhood, Transportation and Parking, and Business and Economic Market Potential. Each of these topics is discussed according to the following order.

- First, the Plan examines **existing conditions**. It is a description and evaluation of each component.
- Second, the Plan evaluates likely **opportunities and constraints**, or potential positive and negative impacts of various alternatives for urban redevelopment prospects.

The Arena

Existing Conditions

The new Minnesota Wild Arena is part of an entertainment complex that includes the RiverCentre convention center, the Science Museum, and the Ordway Theater on Rice Park. It is also part of a City of Saint Paul effort to attract up to four million visitors per year into downtown.

The Arena itself will open for its first NHL season in the fall of 2000. The hockey arena will draw up to 18,000 people for one hockey game. The influences of that number of people coming into and out of the Seven Corners Gateway area will be significant. The Minnesota Wild is expected to have 40 home games per year, mostly in the evening hours. In addition, there will be up to 200 other events per year the Arena will facilitate. While any one game will seat as many as 18,600 fans, more seating can be placed on the ice surface for events such as concerts, elevating the seating count to a maximum of 19,000 people.

This number of people attending one event means there is a parking requirement for 4,800 cars. Three thousand of the required spaces exist within shouting distance of the Arena today. An additional 1,200 to 1,400 spaces are anticipated in the new transit/parking facility on the northeast corner of West Seventh and Kellogg Boulevard. For high school hockey tournaments and other higher intensity events, the parking requirement may be as high as 6,000 spaces. In these instances, more parking opportunities are needed than are currently planned.

Opportunities and Constraints

The new facility offers significant opportunities and challenges. Among the opportunities, the Arena provides another sports venue for the City of Saint Paul and the State of Minnesota. The large crowds attracted to the hockey and other RiverCentre, Science Museum and Ordway Theater events will increase opportunities for commercial and hospitality activities in downtown Saint Paul and the Seven Corners Gateway. As these opportunities become more prevalent and the revenues generated increase, property values will also increase. Higher property values throughout the area will increase tax revenues.

Challenges that may correspond to the Arena include: an increased number of people in the area and more automobile traffic. Management of automobile and pedestrian traffic before and after events will be necessary. Also of concern is misbehavior of event patrons along Seventh Street and in the Irvine Park neighborhood. Policing during event times will be necessary to both deter and respond to uncivil behavior. Finally, the potential of spin-off business development could overwhelm the West Seventh commercial corridor and significantly change its urban village character.

Recommendations

West Seventh Street has long been a place for "before and after the game." With more activity expected of the RiverCentre complex, the Seven Corners Gateway will most likely continue attracting a fair share of the crowds attending events in the future. The best response for the Seven Corners Gateway is for the community to build on its existing assets and increase the opportunities to maximize the Arena as a community-wide resource, but not at the expense of the local neighborhood and business corridor.

The local community should respect the presence of this large complex, enhance opportunities to increase economic vitality throughout the Gateway area, and work with the City to maintain a balance among competing community interests and those of the RiverCentre complex. The Seven Corners Gateway community should not allow its commercial corridor to be overrun with sports bars and restaurants, but maintain its diversity of uses, scale of buildings, relationship between building and street, and its relationship to the Irvine Park residential neighborhood.

The Seven Corners community should work with the City to complete its Event Management Plan, with particular consideration of community policing for crowd management and local resident and employee safety.

The Seam

Existing Conditions

The Eagle Parkway corridor is an urban seam between the Seven Corners Gateway and downtown Saint Paul. Its primary function is to move traffic into and out of downtown and connect to Shepard Road. However, it is also an urban gateway to a number of different areas of the City, such as the Children's/United hospitals, West Seventh Street corridor, Irvine Park neighborhood, Mississippi River bluff, and entertainment venues on the west side of downtown.

Opportunities and Constraints

The new Eagle Parkway has been designed primarily as a traffic access route for event parking. However, taking into account the prominent nature of this location and its relation to downtown, the river, regional highways and the Seven Corners Gateway, a new perspective for this area is necessary.

The Seam could be considered a:

- **Thoroughfare** for a variety of transportation modes between a variety of destinations on this side of the city.
- **Divider**, in the sense that the roadway is a potential obstacle for pedestrian-scale connections between the Gateway and the downtown.
- **Binder** where pedestrian and bicycle crossings exist, where the street is enclosed by building faces, and where functional public open space provides spatial relief between buildings.
- **Gateway** or entrance into the Seven Corners Gateway urban village and downtown.
- **Connection** between the west end of downtown, the

neighborhood and the Mississippi River corridor.

Recommendations

The parks and open space of the new Eagle Parkway offer a welcoming image to visitors from the south. However, its form currently does more to divide the Seven Corners Gateway from downtown than tie the two areas together. For this reason, the Plan recommends higher-density housing in the triangular block formed by Chestnut Street, Eagle Parkway and Exchange Street in order to take advantage of an increased market demand for additional housing choices, such as condominiums or townhouses. The current plans indicate a parking lot on this parcel. Although parking would be an acceptable interim use, eventually building construction would contribute to the Seam's visual and physical linkage between the downtown entertainment complex and the Irvine Park residential neighborhood. Higher-density building types, such as townhouses and apartment blocks, each with their own resident parking requirement met within the block, should be considered to accommodate additional housing here. More intense housing on this block provides an urban transition between the bulk and mass of the RiverCentre complex and single-family lots of the Irvine Park neighborhood.

The opportunity to place an "extended stay" hotel in this part of the Seam would also serve as a transition of building mass and use between RiverCentre and Irvine Park. Most of these hotel guests will be within walking distance of RiverCentre, a likely destination. Because hotel guests will stay several nights, or even weeks, they will also take advantage of the commercial businesses within walking distance on West Seventh Street.

The Plan also recommends moving the Armstrong/Quinlan House currently on the site of the new transit/parking facility to

anchor the corner of Exchange Street and Eagle Parkway. Reuse of this building could be complementary to the functional public open spaces to the south.

Finally, there is a steep grade change between Exchange Street and Seventh Street along Eagle Parkway. Therefore, it is recommended that a terrace be built on the west side of Kellogg Boulevard to provide an outdoor space adjacent to the activities in RiverCentre. The terrace would provide spectacular views of the Mississippi River, the Seven Corners Gateway, Cathedral and Capitol building. It would become a valuable civic amenity for all Saint Paul residents and visitors.

Smith Avenue Transit Hub

Existing Conditions

The proposed transit hub and parking structure on the east side of Kellogg Boulevard, north of West Seventh Street and just below the Saint Paul Cathedral will be a critical gateway feature of the Seam because of its bulk and need for vehicle access.

The four-acre site is expected to accommodate up to 1200-1400 parking spaces, as well as provide permanent layover positioning of buses for afternoon rush hour transit needs. A skyway or underground connection is anticipated between the Arena and the facility. Currently, 25,000 square feet of commercial space is planned to front West Seventh Street. Thirty million dollars is the estimated project cost, although only preliminary concept designs have been completed.

Opportunities and Constraints

The most obvious opportunity of this facility is that there will be a designated place for parking during events that will not encroach on the parking supply in the Seven Corners Gateway. In addition, buses requiring storage or lay-over space will not encroach on the quality of street life in the Seven Corners Gateway.

However, bedrock foundations of the site indicate that putting some of the parking below grade is not likely. Therefore, the height of the building is of considerable significance to visual connections between the Capitol area and the river. Already, the Arena and Science Museum have eclipsed much of the view corridor the Capitol once had towards the river. Protection of this view corridor, as was originally designed by

Cass Gilbert, means that the height of any structure must be consistent with maintaining Capital area views.

The view towards the river from I-94 is important too. With all the design attention Saint Paul has given to its bridges and civic structures along the Interstate, the parking and transit hub facility should not appear as a typical parking ramp structure, particularly if it is the first building seen when exiting the highway.

The transit/parking facility offers one other opportunity to benefit the Seven Corners Gateway. By re-establishing the block pattern and connecting Smith Avenue with Fifth Street, a new access into and out of the medical campus becomes available. In addition, the segment of Smith Avenue bisecting the two blocks breaks up the facility's building mass and provides vehicular access to the buildings away from potential retail facades along Kellogg Boulevard, Seventh Street and Fifth Street.

Recommendations

Along with neighboring City ramps in the area, this parking/transit facility will be able to absorb the daily demands of people driving to the city for any number of reasons, but primarily, it is intended to satisfy a majority of the parking demand of the entertainment venues. Therefore, the facility should be designed with appropriate signage to guide drivers conveniently to parking, and then to their destination by foot.

Even though it is intended for parking cars and bus lay-over, the facility should be thought of as a *building for storing cars*. When the point of departure for design is a building that fits the urban location and character, the utility of storing cars and buses within it becomes secondary to the building being a good

urban neighbor. Therefore, the exterior of this parking should be designed to complement surrounding buildings.

Building elements may include:

- vertical columns that express the structural bays of traditional buildings.
- brick, stone or stucco wall materials.
- side ventilation openings that appear as windows.
- creative screening patterns on the side ventilation openings.
- ground-level retail or office bays.

There is an opportunity to extend retail operations into the first floor of the transit/parking building to accommodate larger floorplate hospitality uses directly adjacent to the street sidewalk. Locating sports bars and restaurants with larger floorplate requirements here would absorb more temporary patrons of sports events and conventions without displacing smaller-scale, established customer retail and hospitality businesses along West Seventh Street. This strategy permits a larger retailer to have a presence without displacing established businesses.

If the architectural character of this facility is complementary to the architecture of the Arena across the street, the open street space forms an attractive visual and pedestrian connection between the Gateway and downtown Saint Paul along West Seventh Street. This short street segment will accommodate a great deal of pedestrian and vehicle traffic, and should be understood by local citizens and visitors alike as an integral part of the city's urban fabric.

As the Smith Avenue transit/parking facility evolves through

its design phases, are urban block structure, design appearance and the programming of retail/hospitality uses at street level should become fundamental design determinants.

Re-opening Smith Avenue would provide convenient access to the hospitals for emergency vehicles as well as patients. With an increase in local traffic throughout the Seven Corners Gateway, having a dedicated access to the campus, and to the parking facility itself, would be helpful in creating a pedestrian-oriented environment. For this reason, upon moving the Armstrong/Quinlan house from the existing transit/parking facility site, the site should be divided by an extension of Smith Avenue to Fifth Street, creating two separate blocks.

For the new Smith Avenue Transit Hub and for the Medical Campus ramps along Smith Avenue, the building form of the parking ramps and how the ramps address the street are extremely important because all of these ramps directly abut the street. The exterior skin of the ramps needs to fit with the urban fabric of the environment. There is an opportunity to provide appropriate places for retail and mixed uses with lower-level shopfront windows that connect the public realm at the street and sidewalk level. Such building forms would bring an urban edge to West Seventh Street opposite the Arena, which would allow the Main Street elements of the district to extend across Kellogg Boulevard. In the Medical Campus, these same building forms would provide the opportunity to locate medical and affiliated services in Main Street type buildings that integrate with the buildings along West Seventh Street.

Public Realm

Existing Conditions

The public realm is the principal amenity of an urban village. It is the space between buildings along streets, as well as the parks and public open spaces among them. It holds everything together. It is a sequence of outdoor places where neighbors can meet and get to know one another.

Perhaps one of the most fortunate assets of the Seven Corners Gateway area is its traditional block pattern of interconnected streets and open spaces. The chance of having a wonderful walking experience may have deteriorated over the years, but because the sidewalks and street crossings are arranged to be safe and comfortable for pedestrian uses, the opportunity to orient new development toward pedestrian activity still exists. The pattern of criss-crossing streets connects residents and guests to popular destinations throughout the Gateway, as well as to the river and the city's center.

In addition, the Gateway has an exceptional urban neighborhood park, Irvine Park. It offers local citizens a place for introspection or gathering. The residents of the Irvine Park neighborhood consider this open space a public resource. Weddings and other celebrations often occur here.

Opportunities and Constraints

Sidewalks are often overlooked as a public amenity. They create important pedestrian-scaled connections between places people want to go, and are vital components of the public realm. They are also important community-building places, because they provide opportunities for chance encounters

among neighbors. When neighbors get to know one another, the local community becomes more cohesive and safe, and an authentic sense of community emerges.

Giving the public realm additional design and development attention would add value to the Gateway in a number of ways. It would offer dignified addresses for existing buildings, redevelopment and new infill construction opportunities. It would enhance property values in the area. It would also provide opportunities for installation of public art that would offer the Gateway another dimension to its unique identity. But most importantly, it would create "places" people really want to be.

Recommendations

The Seven Corners Gateway Plan recommends an enhancement of the existing network of streets by increasing tree plantings along streets, especially where older mature trees are reaching the end of their life cycle or where there are currently no street trees. New ornamental lighting and street furniture with a character complementary to the period of historic buildings would enhance the Gateway's visual appeal as well. The Plan also recommends creating, where possible, new public open spaces within the fabric, such as a green within the medical campus. It is also important to encourage opportunities for new semi-public places, such as the Vine Park Brewery beer garden.

The character of each street can be reinforced by the buildings and their uses. For example, West Seventh is a shopping street, and should therefore have wide sidewalks to accommodate the movement of many pedestrians, some of whom may be standing in front of shop windows or enjoying the afternoon sun at an outdoor cafe. Transit stops strategically placed, near

coffee shops and newspaper kiosks, or "carved" into building fronts, allow riding the bus to become a more attractive means of travel. Colorful, interesting bike racks strategically placed also offer convenience to another form of travel.

Smith Avenue is more of an institutional address. Yet it too should have wide sidewalks with prominent entry courts off the street. Being the connective spine of the medical campus, it should be attractive and comfortable to pedestrians walking from one building to another.

The residential streets of the Irvine Park neighborhood currently have comfortable sidewalks. Along Walnut Street, from Summit Avenue to the river bluff pathway, the sidewalks should be enhanced with generous tree plantings and landscaping to evoke the urban ecology of the river bluff. Pedestrian pathways along Eagle Parkway and through the Seam should also be enhanced with generous tree plantings and landscaping to emphasize the connection between the river, the City and the State Capitol beyond.

There should also be a deliberate effort to designate sites for public art, for they can express the community's cultural heritage and aspirations. Installation of public art can take many forms and occupy several places within the Gateway and within the open spaces along Eagle Parkway. Particularly towards the eastern edge of the Gateway, where Seventh Street meets the shifting grid of streets, there are unusual-shaped blocks that can become art venues. Bus shelters may incorporate public art to call attention to its specific location and function, provide visual interest along the street, and offer a sense of dignity to bus riders. Bike racks also can be works of public art that offer both community identity and function.

SEVEN CORNERS GATEWAY PLAN

Medical Campus

Existing Conditions

The Medical Campus is the most intensive of the three urban village components, by virtue of its building mass and the amount of daily activity within it. Both United and Children's hospitals, as well as their associated clinics, occupy most of the seven blocks in the Gateway's northern section. Of particular distinction is a lack of a consistent, identifiable architecture among buildings constructed during different stylistic periods.

United Hospital has the busiest emergency room in the eastern metro area, and therefore is extremely concerned with access by emergency vehicles from all directions. The 60,000 - 70,000 SF expansion of United Hospital for the Nasseff Heart and Lung Center indicates the intention of the hospital to expand its health services to include new medical technologies and promote broader health care services. Between the two hospitals, there are 3300 highly skilled employees, not to mention those that work in the adjacent clinics with middle-income salaries. Many of these employees would appreciate housing choices closer to the campus.

Children's Hospital, located on the west end of the campus, is the dominant pediatric health care provider in the Twin Cities. Its emergency department services much of the East Twin Cities Metropolitan Area. Recent investments include land acquisition and construction of an additional 554 parking stalls in the Red Ramp. Long-range plans include remodeling of existing facilities to consolidate emergency and neo-natal facilities.

Opportunities and Constraints

The most important issue for the Medical Campus is access from all directions, whether it be for emergency purposes, family members or other visitors. The greatest fear is that with all the new activities in the area, people will be obstructed from getting there swiftly and conveniently. For this reason, the campus is looking for increased traffic flow on Smith Avenue and access from the freeway, downtown and West Seventh Street.

As a component of the Gateway urban village development, expansion of the campus is an issue as well. Currently the campus is saturated by buildings, with little room to grow outside of the existing surface parking areas to the east. If new medical facilities are added incrementally to the existing complex of buildings, the large institution may "creep" into and overwhelm the very neighborhood fabric that surrounds it. This campus is very fortunate to be within a vital commercial and residential environment. However, if this campus continues to expand, it may jeopardize the economic health of surrounding commercial and residential areas.

The most immediate demand is for more convenient, inexpensive parking. This is a regional employment center. Most times, employees want to park their car once and not have to return to it for the remainder of the day. They expect that they will be able to drive in and out with the greatest of convenience. An unintended consequence of placing convenience of hospital employee and visitor parking above pedestrian continuity is that the public realm of the pedestrian and bicyclist becomes consistently degraded, undervalued and unsafe.

Changing businesses and increasing RiverCentre event activity

in the local area could be a benefit for the hospitals. Increased consumer goods and services would become available to employees by an expanded trade market for local businesses. In addition, an increased number of people, especially during evening hours, could improve personal safety by improving street lighting and offering more "eyes on the street" via pedestrians and more shop windows. It becomes important that Smith Avenue have a safe, attractive and comfortable pedestrian circulation system between the hospitals and its parking.

It would also be of benefit to the Medical Campus and the Gateway community to include shared parking opportunities with the construction of new parking facilities, as well as with existing ones. Additional revenues may offset the construction and security costs. In addition, more parking opportunities at times when there is less Medical Campus employee demand would provide additional "eyes on the street" and improve the safety of those using the parking facilities.

Recommendations

The building and construction of new campus buildings should offer a consistent, identifiable architecture so that as new buildings are designed, they begin to complement the existing coin-position of buildings and visually tie them together. One strategy to achieve a cohesive medical campus identity in the future is to catalog specific characteristics that either are or could be consistent among all buildings. It may be a particular set of materials or specific architectural details.

Another strategy is to improve the streetscape and pedestrian character of Smith Avenue. Even with the diversity of campus buildings, a well-designed public realm that all medical and parking buildings address, including a public green towards the east end of Smith Avenue, would help unify the campus

along a single axis.

Two strategies could help counter the effects of the campus property being saturated and the detrimental effects of the campus creeping into the commercial and residential environment of the Gateway. First, the community should encourage the hospitals to continue seeking locations in outlying communities for outpatient services. This would allow the to expand and provide services in closer proximity to patients without taking more valuable land from the local Seven Corners community.

Second, the hospitals should place support services attractive to local residents, business owners, medical patients and employees in shopfront and courtyard buildings along West Seventh Street. Such businesses could also occupy similar building types on perpendicular streets connecting to the campus. Services including day care, therapy and fitness centers, food service, pharmaceutical supplies, and many others would be attractive to the local community as well as visitors. When placed in the community, the hospitals express a better connection to the community while vacating space for expanding medical service needs.

The campus has an abundance of parking, in nearby structured ramps and on surface lots throughout the community. However, there is still a demand for additional parking. Additional structured parking is anticipated for the Gold Ramp, but during the evening hours, these ramps are often quite vacant. In the Transportation and Parking section of this Plan, there is a description of how these spaces may be used during the evening hours instead of absorbing more land for parking to accommodate evening patrons of the hospitality businesses along West Seventh Street and downtown.

When the Gold Ramp is expanded, its design should include retail bays at street level to house additional hospital or community business opportunities and provide additional "eyes on the street." There is a need to make Smith Avenue perceptibly more pedestrian-friendly and safe. Even if no one is behind a window, the chance that there might be someone watching is a valuable deterrent to delinquent behavior.

Finally, to reduce pressure for a greater supply of employee parking as the campus health care business grows, incentives for employees to use transit and live within the Seven Corners Gateway area should be encouraged. With the potential of light-rail transit being installed along the Riverview corridor, using transit will become even more appealing to campus employees. This Plan proposes the construction of more than 80 infill housing units of various types and sizes, which will increase options for living within walking distance of work on the Medical Campus.

Develop an area-wide parking strategy for Seven Corners Gateway which includes additional construction, management and policing of parking facilities.

Develop a comprehensive street improvement strategy along Smith Avenue that includes both public right-of-way and private entry courts to medical buildings as a means for connecting the medical buildings into a unified campus.

Main Street

Existing Conditions

The three-block section of West Seventh Street, from Kellogg Boulevard to Grand Avenue, is a commercial node, one of several along the corridor between downtown and the airport. These businesses serve the residential neighborhood, visitors of the downtown entertainment venues, and commuters going into and coming from downtown.

Although its function has changed over the years, this part of West Seventh Street retains much of the character of the urban Main Street it once was. The variety of buildings include historic shopfront buildings on the National Register of Historic Places, buildings having local historic designation, and historic shopfront buildings that have not been so designated but nonetheless contribute to the special character of the Seven Corners Gateway.

In addition, there is a more contemporary high-rise medical office building with residential units above, a church building, and two fifties-era buildings that house fast-food and dry-cleaning operations. Both the historic buildings and a few of the contemporary ones respect Main Street frontage characteristics. However, along the three-block stretch, there are several "missing teeth" on both sides of West Seventh Street, where buildings once existed but that have now become surface parking lots. One of those sites is the vacant lot created by the demolition of the historic Mannheimer Building.

Opportunities and Constraints

The Seven Corners Gateway is the first commercial node just outside of downtown Saint Paul. Its location offers an

opportunity for a variety of commercial services and activities to serve many downtown commuters traveling the corridor. In addition, many patrons of downtown entertainment venues, as well as local citizens, will take advantage of commercial activities located here.

The unique character of this place is its street life. Here, local citizens as well as visitors can participate in the street's pedestrian-scaled activities because building heights, shop windows, entryways, sidewalk widths, cross walks, lighting, and street trees offer an ambiance that make people feel safe and comfortable. Reinforcing the pedestrian activity offers local residents and visitors the opportunity to experience the urban heritage of the village street with more contemporary commerce and hospitality uses.

There is also an opportunity to enhance existing live-work building types along the corridor. Many of the multi-story buildings currently have residential units and/or offices above retail floorspace at sidewalk level. With an increased demand for additional housing throughout the Gateway, new buildings along West Seventh Street should capitalize on the urban village lifestyle when designing for new construction or redevelopment of existing buildings. One such building opportunity is the site of the recently demolished Mannheimer building. This site in particular could reflect the architectural character of the Louise-Rouchat buildings across the street, while having retail uses on the ground level, office uses on the second level and residential uses on the second and third floors. Similar Main Street building types could eventually replace the out-of-character Dairy Queen, White Way Cleaners and Fire Station buildings once their current uses are abandoned.

Recommendations

The best way to preserve and enhance the unique Main Street characteristics of these three blocks of West Seventh Street is to establish a design district that ensures new construction respects and complements the urban and architectural integrity established by the more historic buildings.

The Seven Corners Gateway Plan recommends a Seven Corners Design District that will be guided by urban and architectural standards. Urban Standards specify building use by floor, height, setbacks, encroachments, and parking locations for a Main Street building type. Architectural Standards specify materials, configurations and techniques for construction. These Standards are intended to define only those characteristics of the building essential to maintaining urban consistency along West Seventh Street (refer to the Appendix).

One unique interpretation of the urban and architectural standards is shown for the reconstruction of the Twin Cities Magic and Costume shop on West Seventh Street. The owner is currently considering improvements to the existing site and building to accommodate his expanding business operations. The Design Team prepared a diagram to demonstrate how this business could use a Main Street building type to achieve its needs. The drawing also demonstrates how the whimsical character may be expressed externally, while still satisfying the dominant Main Street building characteristics of West Seventh Street.

Irvine Park Neighborhood

Existing Conditions

The Irvine Park Neighborhood Association was formed in 1975 with the mission of assuring the preservation of historic buildings, and to link the local community together to protect the neighborhood as a precious city resource. It has several older houses transplanted from other locations. Along with the Alexander Ramsey House, the historic single family homes, and a 1970's townhouse development, it is an established neighborhood uniquely close to downtown.

At its center is Irvine Park itself, a beautiful urban park with a historic water fountain that the local community sees as a public resource for everyone to enjoy. Weddings and other celebrations are often welcomed here because of its unique setting.

Opportunities and Constraints

Irvine Park residents welcome new development, but they would like to see it done with a "sense of humility" about the neighborhood's heritage and unique urban qualities. Of particular concern to them is the scale and density of new buildings. Because this neighborhood, including the blocks just north of Exchange Street, once supported higher-density housing in mixed-use buildings, housing more dense than the existing single-family houses that ring the park would be acceptable. It is the neighborhood's preference to take advantage of the predominant historic styles and urban character when designing and building new rowhouse or townhouse building types north of Exchange Street.

Irvine Park residents also see an opportunity to restore the

neighborhood population so that the community begins to resemble the urban village Seven Corners once was. Working towards that goal, both new and existing residents would be able to support local urban amenities, such as transit and neighborhood commercial businesses, shops and restaurants along the West Seventh Street. Having housing choices close to daily services and the Medical Campus would be especially attractive to independent elderly citizens, but also to young professionals who work in downtown or in the Medical Campus. The current residential real estate market indicates a resurgence of demand, from the drop-off in the market during the early 1990's, for housing types and locations that embody "urban lifestyle" values. Both empty-nester and young adult market profiles are best suited for attached unit housing types and an urban environment.

A 17-unit townhouse development is currently being proposed for the eastern corner of the historic Irvine Park neighborhood. It is an example of the type and density of housing possible in this unique setting. In addition, a larger multi-family development is being proposed for the Upper Landing, just below the bluff line of Irvine Park. These two projects begin to address the increasing demand for urban housing, but by themselves they do not restore the population to a level that would support additional neighborhood commercial services within the West Seventh Street corridor.

Additional residential development opportunities exist within the blocks north of Irvine Park. As mentioned in the Seam section previously, apartment and/or townhouse development is appropriate for the triangular block south of Exchange Street. Along the south side of West Seventh Street, as mentioned in the Main Street section previously, there are opportunities to redevelop existing buildings and infill the "missing teeth" with

Main Street building types that would accommodate apartment units above retail space.

There are also housing development opportunities in the two blocks north of Exchange Street between Ramsey and Chestnut streets. Currently much of the southern half of these blocks is zoned for residential uses and occupied by large parking lots or aging industrial buildings. These locations of vast stretches of asphalt and underutilized buildings provide an exceptional opportunity to increase housing choices by developing townhouse and live-work attached units, and placing the parking requirements of local businesses to the center of these blocks. New construction in character with the established heritage of Irvine Park, and sensitive to existing historic interpretive sites, would be a valuable contribution towards connecting Irvine Park with the West Seventh Street corridor and mending the urban fabric of the historic Irvine Park neighborhood.

Recommendations

The Seven Corners Gateway Plan encourages the completion of the Irvine Park neighborhood. By partnering with private housing developers, the City can increase housing development opportunities, including a range of urban housing choices for prospective residents as described in the Saint Paul Comprehensive Plan. Acting on these residential development opportunities would enhance the urban village redevelopment program for the Seven Corners Gateway as a whole, as well as offer an authentic urban lifestyle for Irvine Park neighborhood residents.

The Plan specifies a building typology appropriate to the development opportunities available. Through application of the Urban and Architectural Standards in the Appendix of this Plan, incremental development will ensure that the public

realm of streets and open spaces is preserved and maintained as a principal public amenity, be complementary to the existing Irvine Park historic district aesthetic, provide increased housing choices, and be desirable and valuable real estate.

Two rather innovative residential unit types are suggested, in addition to the more conventional townhouse building type. The live-work unit type accommodates a contemporary trend for residents to work at home. The office component of the unit addresses pedestrian access from the street and sidewalk, while remaining somewhat detached from the unit's domestic program. The accessory unit type allows a small efficiency unit of less than 500 square feet, typically above the garage, to become temporary affordable housing for single adults or adult couples, or to become a work studio separated from the pedestrian activity of the street.

These building types are demonstrated on the southern portion of two blocks between Exchange and West Seventh Streets, Chestnut and Ramsey Streets. In each case, parking for Main Street commercial businesses, as well as any residential units above them, occurs at the center of the block, allowing residential homes to address surrounding streets at the block's perimeter. The townhouse and live-work building types in this arrangement reinforces an attractive public realm of streets and block centers for parking and service functions.

Transportation and Parking

Introduction

This section of the Plan addresses transportation issues along the West Seventh Street corridor as it extends to the west from downtown St. Paul. Although the area under study is between Kellogg Boulevard and Grand Avenue, the larger transportation influence area for the corridor extends from downtown St. Paul to the West Seventh Street interchange with I-35E, and beyond to Trunk Highway (TH) 55 and the Minneapolis/St. Paul International Airport.

In its larger, regional context, West Seventh Street is designated TH5, a road that provides cross-metro transportation service between Stillwater and the Minneapolis/St. Paul International Airport. Because of the availability of interstate highways, it is not likely that there is any substantial demand for cross-metro trips on TH 5, but travel demand along West Seventh (from downtown St. Paul to points west) is significant, and includes a mix of sub-regional and local traffic.

The issues addressed in this Plan include:

- traffic circulation
- parking supply and demand
- transit operations
- pedestrian circulation

Existing Conditions

Within the defined study area, the West Seventh Street corridor exhibits the following traffic and parking characteristics.

Average Daily Traffic (ADT)

The most current daily traffic volumes for the study area were reported by SRF Consulting Group, Inc. in *Downtown St. Paul Parking Model Update and Traffic Analysis*, a study prepared for the City of St. Paul in 1998 to forecast and address parking and traffic circulation impacts that would result from large development projects in the downtown and West Seventh Street areas. Revising the study's traffic counts so that they are all 1998 figures (counts used in the study were taken between 1993 and 1997), traffic volumes on Kellogg Boulevard north and south of West Seventh Street ranged between 29,354 and 21,612 vehicles per day. Daily traffic on West Seventh Street itself was found to range between 28,583 ADT just east of Kellogg Boulevard and 21,754 ADT just west of Chestnut Street.

Finally, the study reported an average daily volume of 4,914 trips on Chestnut Street between Smith Avenue and West Seventh Street and 6,668 trips on Chestnut Street between West Seventh and Exchange streets.

PM Peak Hour Traffic

PM peak hour traffic, which represents the heaviest concentration of traffic during the course of the average day, was found to account for a relatively small percentage of daily traffic on West Seventh. With the PM peak volumes accounting for between 8% and 9% of daily traffic, the majority of commuters leaving downtown St. Paul and traveling to the west appears to choose I-35E or Shepard Road instead of West Seventh Street. Therefore, a significant percentage of the existing PM peak hour traffic is comprised of commuters with at least one end of their trip in the study area, instead of people who are just passing through the study area. On the basis of turning

movement counts from the SRF study, PM peak hour traffic on West Seventh Street between Kellogg Boulevard and Chestnut Street was found to be 1,800 vehicles, and 1,570 on West Seventh Street immediately west of Chestnut Street. This drop in traffic from 1,800 to 1,570 indicates that a significant number of turns are taking place from West Seventh Street to Chestnut Street during the PM peak hour.

On and Off-Street Parking Supply

The supply of on-street parking within the study area totals 198 spaces:

- 4 spaces along Smith Avenue between Kellogg Boulevard and Grand Avenue;
- 20 spaces in the alley between Smith Avenue and West Seventh Street (between Chestnut and Walnut streets);
- 55 spaces along West Seventh Street between Kellogg Boulevard and Grand Avenue;
- 12 spaces along Exchange Street (between Chestnut and Walnut streets);
- 20 spaces along Grand Avenue between West Seventh and Exchange streets; and
- 87 spaces along Chestnut, Walnut, and Sherman Street (between Smith Avenue and Exchange Street).

With only a few exceptions, these spaces are clearly outside adjacent residential areas and are provided for customers at the many shops and businesses along West Seventh Street and the north/south cross streets. Some of the spaces are regulated, either with parking meters or with posted signs that describe time limitations. Neighborhood residents report some use of residential streets around Irvine Park by customers and employees of area businesses.

Off-street parking is provided in parking ramps and surface parking lots, identified in Figure B. The area's largest institutions, United and Children's hospitals and related health care delivery facilities, provide five parking ramps for hospital staff, patients, and visitors. In total, the five ramps contain 2,466 parking spaces.

The Science Museum of Minnesota, which fronts on Kellogg Boulevard, also provides a parking ramp. This ramp is open to the public and contains 825 spaces. The RiverCentre ramp is open to the public and contains 1780 spaces; the Kellogg ramp contains 425 spaces.

The remaining supply of off-street parking is located within surface parking lots assigned to specific businesses. Under this arrangement, parking opportunities are provided exclusively for customers and employees of the businesses. Some of the surface lots are located behind or along side the businesses and are accessed from alleys along the north/south cross streets, although many are accessed directly from Smith Avenue, West Seventh Street and Exchange Street.

Contrary to public perception, the supply of parking is not the area's critical parking issue. Instead, the administration and management of existing parking is of more concern. Observations over a week-long period indicate that the area's off-street parking supply is generally adequate, although there are periodic shortages that can occur during particular times of the day when parking demand for a specific land use experiences a peak.

Because existing off-street parking is associated with businesses, it can be described as "single-use parking." Opportunities exist to share parking spaces where there is an

ample supply of parking. Shared parking is used to meet parking demand for a variety of businesses where each experience different parking demand characteristics. For example, under a shared parking arrangement, the hardware store, with a weekend, peak parking demand between noon and 3:00 P.M., could share parking spaces with the neighborhood restaurant/bar, which might experience a weekend peak between 8:00 P.M. and 1:00 A.M.

Pedestrian Circulation

The area's pedestrian circulation system consists of sidewalks, designated cross walks, and designated pedestrian walk phases as part of the traffic signals. Actual sidewalk widths range between 10 feet and 12 feet along West Seventh Street. Effective sidewalk widths, however, were reduced on West Seventh Street (between Chestnut Street and Grand Avenue) by raised planters. The planters, with a four-foot diameter, result in an effective sidewalk width of 6-7 feet, which is barely adequate for two pedestrians walking side-by-side.

Existing cross walks should be re-striped and resurfaced with textured pavement to clearly indicate their presence to pedestrians and motorists alike. The pedestrian walk phases seem to be adequate to allow pedestrians to cross West Seventh Street conveniently and comfortably.

Transit Operations

Transit services along the West Seventh Street corridor are provided by Metro Transit. These services include:

- local routes on Kellogg Boulevard, Smith and Grand avenues, Walnut Street, and West Seventh Street west of Kellogg Boulevard;
- express routes on Kellogg Boulevard and West Seventh

street east of Kellogg Boulevard; and

- express routes with no stops and local/limited routes with no stops along I-35E.

Local buses drop-off and pick-up passengers at every corner bus stop. The limited-stop routes stop at every stop except along certain portions of the route, where they stop only as described in individual bus schedules. The express routes only stop along local streets and travel non-stop on the freeways. The vacant lot associated with the Armstrong-Quinlan home is currently used by Metro Transit as a staging area for express buses.

Opportunities and Constraints

The following discussion describes conditions that will occur or are likely to occur as a result of completing construction on the RiverCentre Arena and in conjunction with the other facilities in the immediate area. When completed, the RiverCentre Arena will be a 650,000 square foot facility with a seating capacity of 19,000. It was estimated, in the *Downtown St. Paul Parking Model Update and Traffic Analysis* (SRF Consulting Group, 1998), that the average attendance will be 16,000, and parking demand will be 4,800 spaces.

A second large-scale development coming to the area is the Smith Avenue Transit Hub. It will be constructed where the current express bus staging area is located and will consist of:

- a total of 682,000 square feet, with 25,000 square feet for retail/commercial space.
- a bus layover facility, and
- a 1,400 space parking ramp.

United Hospital is planning to construct an additional 600-700

off-street parking spaces by adding three floors to the Gold Ramp and putting a ramp on lot E (the southeast corner of Smith Avenue and Walnut Street).

The RiverCentre Arena presents both opportunities and constraints for additional development along the West Seventh Street corridor. As stated, the Arena will attract 16,000 patrons/sports fans for any one event. The *Downtown St. Paul Parking Model Update and Traffic Analysis* showed that 50 percent of these people (8,000) will exit the Arena through doors that open onto Kellogg Boulevard and West Seventh Street. This volume of sports fans has prompted business operators and property owners to consider market forces relative to their interests and holdings in the area; and to speculate about their potential to provide services to the new customer base.

At the same time, the Seven Corners Gateway is home to over 500 residents, who are concerned that business operators and property owners will drastically change existing land uses and land use patterns in their efforts to meet future consumer demands. At stake, from their perspective, is what today is:

- a successful mix of commercial/retail and residential land uses in a near-downtown environment;
- a successful mix of neighborhood- and community-oriented businesses;
- a relatively friendly environment for pedestrians;
- a relatively manageable traffic circulation system.

Compounding residents' concerns is the potential for three events to occur simultaneously at the RiverCentre Arena, Ordway Theater, and Science Museum. According to the *Downtown St. Paul Parking Model Update and Traffic*

Analysis, simultaneous events will only occur one or two weekday afternoons each year. The study also indicated that Arena-related, parking supply/demand issues will occur in the west end of downtown and not along the West Seventh Street corridor. It is anticipated, nevertheless, that there will be increased traffic circulating through the corridor, with the most negative impacts at the intersection of Chestnut Street/West Seventh Street.

Average Daily Traffic

Forecast daily traffic volumes for Year 2001 are illustrated on Figures C and D for two different conditions. Figure C shows daily traffic volumes that are forecast to occur when there are no activities/events taking place at the RiverCentre Arena. Figure D shows daily volumes forecast to occur when there are simultaneous events at the Arena, the Ordway, and Science Museum. Tables 1 and 2 compare ADT and PM peak hour traffic volumes, and identifies traffic circulation impacts that will occur within the study area.

Table 1

Comparison of Average Daily Traffic
(Forecast 2001 Baseline and Simultaneous Events)

Location	Year 2001 Baseline Average Daily Traffic	Year 2001 Simultaneous Events Average Daily Traffic	Average Daily Traffic Increment
West 7th east of Kellogg	29,060	30,380	1,320
West 7th west of Chestnut	23,710	24,675	965
Kellogg north of West 7th	30,530	31,750	1,220
Kellogg south of West 7th	22,420	24,460	2,040
Chestnut north of West 7th	4,945	5,610	665
Chestnut south of West 7th	6,755	9,080	2,325

Source: Downtown St. Paul Parking Model Update and Traffic Analysis, SRF Consulting Group, Inc.; March, 1998

Table 2

Comparison of PM Peak Hour Traffic
(Forecast 2001 Baseline and Simultaneous Events)

Location	Year 2001 Baseline PM Peak Hour Traffic	Year 2001 Simultaneous Events PM Peak Hour Traffic	PM Peak Hour Traffic Increment
West 7th east of Kellogg	1,870	3,450	1,580
West 7th west of Chestnut	1,620	2,600	980

Source: Downtown St. Paul Parking Model Update and Traffic Analysis, SRF Consulting Group, Inc.; March, 1998

Recommendations

Parking

While additional parking will be needed to alleviate site-specific parking shortages and to accommodate new businesses and residences in the district, it must be located so as to minimize the overall amount of land given over to it. Without paying careful attention to how the needed parking is located and designed, it can overpower the other uses in the district, both in terms of land coverage and traffic, which can have the effect of limiting the amount of new development in the district.

A balance between the amount of land given over to parking and the need to provide an adequate parking supply can be achieved through sharing of parking spaces among complementary land uses and through the use of parking structures instead of surface lots. Sharing of parking allows parking to be treated as another element of the infrastructure. As parking is viewed as infrastructure, the decisions become not how many spaces to attach to each parcel/business, but where to most efficiently locate a centrally accessible supply of parking and whether more than one level will be cost-effective.

Consolidating the parking supply in appropriate places also allows for a consolidation of access points, which affords opportunities to balance pedestrian and vehicular traffic movements associated with the parking. Where, then, to locate a consolidated parking supply? The answer has three parts, each of which is directed to the dominant uses in different portions of the district:

1. To the north, in the Medical Campus, parking locations are defined by the existing and proposed parking ramps

that line Grand Avenue and Smith Avenue. As new building absorbs the surface parking lot at Smith and Kellogg, parking should become internal to the parcel, either as surface or structured parking.

2. To the east, along Kellogg Boulevard where the RiverCentre complex dominates, parking locations are defined by the RiverCentre, Science Museum and Kellogg ramps, and the potential for a new ramp across West Seventh Street from the Arena.
3. In the center and to the south, where businesses and residences predominate, the locations for parking should be in the centers of the blocks, either as surface or structured parking.

These locations are illustrated in Figure E. Street patterns and building types were defined for these parking locations and matched to land uses, from which estimates of future parking demand were estimated. The amount of parking to be accommodated in each location was estimated from the space available for parking. Table 3 shows a comparison of demand to potential future supply in the central and south part of the district.

Three blocks would have a future parking deficit, as shown in the table, but the district would have an overall parking surplus, due mostly to the supply added by the large ramp north of West Seventh Street opposite the new Arena.

Some of the deficit could be made up by a surplus in this same block south of West Seventh Street. Alternatively, the deficit could be accommodated within the Medical Campus parking ramps that are on this and adjacent blocks if suitable shared

parking arrangements can be made. The Blue and Gold ramps (adjacent to this block) are available for non-hospital parking.

Table 3
Future Parking Supply/Demand (Spaces)

Parking Location (Block Boundaries)	Future Demand (1)	Future Supply				Surplus/ Deficit
		Off-Street Structure (2)	Off- Street Surface	On- Street	Total	
Smith/Walnut/ W. 7th/Sherman	85	0	0	12	12	(73)
Smith/Chestnut/ W. 7th/Walnut	245	76	9	24	109	(136)
Smith/Kellogg/ W. 7th/Chestnut	647	0	130	21	151	(496)
I-35E/Fitth/ W. 7th/Kellogg (3)	125	1,400	0	0	1,400	1,275
W. 7th/Walnut/ Exchange/Grand(4)	244	140	8	26	174	(70)
W. 7th/Chestnut/ Exchange/Walnut(4)	237	140	28	29	197	(40)
W 7th/Eagle/ Exchange/ Chestnut(4)	661	190	76	21	287	(374)
Total	2,244	1,946	251	133	2,330	86

Notes:

(1) Parking demand calculated on the basis of the following rates (St. Paul Code 62.103(g)):

Retail	1 space per 280 sq. ft GFA (multi-use retail center)
Restaurant	1 space per 125 sq. ft. GFA (restaurant)
Lodging	1 space per room (hotel or motel)
Office	1 space per 350 sq. ft. GFA (general office)
Residential	1.5 spaces per unit (low/midrise apartment)

(2) Proposed structures.

(3) Demand is for retail space only; does not include Arena or transit facility demand.

(4) Demand does not include proposed residential buildings that have dedicated spaces; Supply does not include dedicated residential parking or adjacent on-street spaces.

Parking buildings will continue to be an effective use of land to meet parking needs in the Medical Campus and adjacent to the RiverCentre complex. Of note is the potential for a new large ramp in the Smith Avenue Transit Hub in the block bounded by Kellogg, West Seventh, Fifth and I-35E, which would house an existing transit staging function and provide appropriate places for retail along West Seventh opposite the Arena. This ramp would be a companion to the RiverCentre ramp and would serve Arena events, as well as expand the west end parking supply for downtown.

Similarly, within the Medical Campus, opportunities are present to expand the existing parking ramps and to add new parking as new buildings are constructed. The increase in campus parking demand associated with proposed new buildings is expected to be accommodated within such expansion and new construction.

Parking proposed for the central and southern blocks has been designed as modules that can start as surface parking and later be expanded to ramp parking as demand grows. The access to these parking areas would require that alleys be re-introduced behind the first row of buildings parallel to West Seventh Street. With these alleys, vehicular access to the parking would occur from the cross streets (Grand, Walnut, and Chestnut) rather than from West Seventh Street. Pedestrian access could be accommodated with walkways between buildings and on sidewalks at the block edges.

Because the parking areas in the central and southern areas would be internal to the blocks, it will be important to screen the circulation/parking areas adequately from adjacent buildings and to provide adequate open air circulation within

the ramps. Visible, safe, and comfortable entry into the ramps for both pedestrians and vehicles will also be important to encourage their use. Clear and straightforward methods of wayfinding and space numbering/identification are important for helping people find their vehicles in the ramps.

Traffic/Circulation

Traffic volume projections indicate that West Seventh Street will continue to function adequately in the blocks between Kellogg Boulevard and Grand Avenue with its present cross section of two through lanes in each direction with on-street parking.

Because of its function as a regional roadway, there is a higher proportion of through-traffic on West Seventh Street, which brings an increased sensitivity to delay from left-turning vehicles at the cross streets.

At present, the intersection of Chestnut and West Seventh Streets is a candidate for left turn lanes. However, as the alignment of Chestnut Street is altered south of Exchange, it will no longer have uninterrupted access to Shepard Road. As Eagle Parkway is completed, some of the current left-turning traffic on West Seventh may elect to use Eagle Parkway instead of Chestnut to reach Shepard Road, which will reduce the need for left-turn lanes at Chestnut in the near term. Conversely, traffic destined to the proposed mid-block parking areas north and south of West Seventh will add left-turning traffic to the intersections of Chestnut, Walnut, and Grand.

While capacity analysis shows that the intersection of West Seventh and Chestnut will continue to function adequately without turn lanes, it is recommended that the need for left-turn

lanes, especially westbound, continue to be considered as the area develops. Should it be deemed appropriate to add left-turn lanes, careful removal of curb parking should be done to provide the width necessary for the turn lanes and appropriate transitions. Pedestrian crossing times and travel paths should be considered as turn lanes are provided.

With the completion of Eagle Parkway and the realignment of Chestnut Street to intersect with it, the A-Minor arterial designation on Chestnut should be moved to Eagle Parkway, along with the 10-ton truck route designation. Similarly, the 9-ton truck route designation should be removed from Exchange Street west of Eagle Parkway, and trucks should be routed to Shepard Road via Eagle Parkway.

Transit routes should continue to focus on West Seventh Street and Smith Avenue. Accommodation of transit stops on sidewalks should focus on integrating shelters into adjacent buildings to preserve sidewalk space. The Riverview Corridor will ultimately use West Seventh or Smith as part of the system alignment for bus rapid transit or light rail transit. As the system planning progresses for Riverview, conflicts will arise among roadway space, curb parking, and sidewalks to accommodate a transitway. The goals for the Gateway need to be considered to ensure that the transitway fits into the Gateway Area with a minimum of disruption.

From a pedestrian standpoint, the sidewalks in the district are appropriately sized to encourage walking. However, one element of the streetscape that needs to be addressed is the use of raised tree planters that restrict the effective sidewalk width along West Seventh Street. Replacement of the raised planters with flush mounted grates would enhance the pedestrian environment. Ornamental paving on sidewalks could be

considered as part of an overall streetscape improvement strategy.

Bicycles should be directed away from West Seventh Street because of the combination of traffic volumes and parking patterns. While West Seventh is appropriately sized to handle autos and pedestrians, width is not available to provide for bicycle lanes on the roadway. Only experienced cyclists can be expected to operate in this type of environment.

Event Management

The anticipated increased activity from the Arena, Science Museum, etc. will add another layer of demand to the parking and circulation system, which includes West Seventh, Chestnut and Exchange streets. Linkages between the Gateway area and the RiverCentre complex will need to be coordinated to allow the commercial area to flourish while moving large volumes of people and cars.

Current studies have suggested that additional street capacity is needed on Chestnut to accommodate event demands. To the contrary, it is recommended that study area streets be sized to meet non-event demands (which they currently are) and then managed during events to accommodate the extraordinary aspects. An effective strategy for event management involves the following elements:

- Use police point control (i.e. traffic officer) and a system of designated ingress/egress routes that take advantage of street connections on Grand, Kellogg, Chestnut and Exchange to disperse event traffic quickly while minimizing pedestrian/vehicle conflicts.
- Control parking through the use of a residential

permit parking system in Irvine Park and adjacent residential areas with increased enforcement, and the parking ATIS message boards that direct drivers to available parking for event days.

Business and Economic Market Potential

Existing Conditions

Positioning the Seven Corners Gateway commercial corridor as a unique neighborhood shopping and living place will be key to its future redevelopment and continued preservation. The challenge for the Gateway's residents, business owners, City officials and developers lies in celebrating and refining its distinctive nature and market potential.

Seven Corners is not a downtown district with a high density of daytime users, and it is not a Grand Avenue with successful, mature specialty shopping and dining destinations surrounded by moderate- to high-income residents. Seven Corners is sandwiched between a \$1 billion new investment in office and entertainment uses downtown, and important institutional and historic residential uses to the south and west, it is traveled *to* by medical campus users and destination shoppers and traveled *through by* downtown workers. Its residential base is sparse, with only 200 current residents. Its scale and historic nature are reminiscent of the old neighborhood Main Street. It is that comfortable mixed-use environment that this Plan seeks to preserve and protect. As one neighborhood resident put it, "we do not want the neighborhood to become a park and ride lot for the activities that surround us."

Seven Corners Gateway is poised for new development - its early response to current development pressures will guide its future potential. More than many areas, the Seven Corners Gateway has a unique opportunity to enhance its capacity as a quality, mixed-use, middle market commercial node with historic features and scale. Its shops and services can cater to a diversity of local and regional, day and night-time users. The

Plan's recommendations will help better serve Seven Corners' existing market of:

- hospital complex workers/visitors
- local neighborhood residents
- event attendees
- downtown commuters

and to expand its use by:

- patrons of new office and service businesses
- event attendees
- downtown commuters
- new local neighborhood residents

The resulting development/redevelopment program calls for a balance of retail, entertainment, office, hotel and residential use. The following charts outline the existing and projected market demand and potential business/development opportunities in each sector.

Spending Potential of Entertainment/Education Complex Visitors

Data and studies by the Saint Paul Convention and Visitors Bureau report:

- There were 1.6 million "out-of-town" visitors to St. Paul in 1999.
- In-state convention delegates spend an average of \$400 per visit (3 days) whereas national delegates spend \$900 per visit (4 days).
- Local visitors spend \$30 per visit.

The Entertainment/Education Complex Projection of Use

Venues	Annual Number of Patrons	Daily Number of Patrons	Total visitor days
RiverCentre			
The Minnesota Wild Arena 1.5 million visitors annually	750,000 hockey goers 41 nights of hockey per year 750,000 - 180 event days/nights	18,500 * 41 nights 4,100 " 180 events	758,000 738,000
Touchstone Energy Place (Convention Center) Roy Wilkins Auditorium	750,000 annually (125,000 are out of town convention delegates)	1785 " 350 days (Local visitors) 25,000 * 3 days (State convention delegates) 12,500 * 4 days (National convention delegates)	
Science Museum of Minnesota	1 .2 million (up from 800,000 from old facility)	3,425 * 350 days	1,198,750
Children's Museum	450,000	1 ,286 * 350 days	450,100
Ordway Theater and Landmark Center	500,000 +	1 ,429 ' 350 days	500,150
TOTAL PROJECTED USERS PER DAY		12,556 per day	4,394,750

Existing Market Potential

Market Segment	Existing (average daily users)	Projected (2002-2005; (average daily users)	Comments:
United/Children's Hospital/Medical Campus	5,000 includes: workers (24 hours per day with peak times during 7 am to 5 p.m.), patients and visitors	5,000	Complex does not anticipate significant expansion of uses (although recently proposed construction of specially medical facilities - vascular and lung cancer clinics); anticipates increasing services delivered remotely rather than on-site
Commuters along West Seventh Street	20,000 includes traffic counts - does not include transit ridership	20,000 plus	Proposed light rail and transit hub along W. 7th could significantly increase retail demand by commuters for convenient food and personal services
Entertainment Complex Visitors	12,500	1,000-10,000 includes one-half of the event goers to arena - hockey and other venues, Science Museum of Minnesota, RiverCentre, Ordway Theater and Landmark Center	The most common (majority) of the daily users of the entertainment/education complex over the course of a year will be those attending non-hockey events at the Arena, Science Museum, RiverCentre, Ordway Theater and Landmark Center. In terms of peak users, 41 nights per year the Arena will host 18,500 Minnesota Wild Hockey fans.
Local Neighborhood residents	200	315	Anticipate addition of 60-70 new dwelling units within neighborhood
Hotel Guests	200	320	Anticipate development of extended stay facility (120 rooms) along downtown edge of district and refurbishment of existing facility (200 rooms) on W. 7 th

Assuming an expenditure of \$5.00 for parking leaves a conservative estimate of \$25 on food, liquor and goods for each of 4,394,750 visitors, \$110 million per year or roughly \$314,000 per day.

Profile of Minnesota Wild Fans

Preliminary findings from a survey of season ticket holders of Minnesota Wild during April 1998 yield the following typical fan profile:

- Male (88%), between 25-49 years old.
- A college graduate (71%) earning \$75,000 or more each year.
- Largest occupation group was "sales" (17%).
- Radio preferences are classic rock and sport talk.
- Most popular alternative entertainment options are dining, attending other sporting events and movies; least popular are comedy clubs, dance and night clubs, concerts, amusement parks and museums.
- Top reasons for subscribing:
 1. to see professional hockey
 2. for overall entertainment experience
 3. to watch the best players in the world
 4. social event with friends
 5. business outing

The Science Museum of Minnesota projects 1.2 million visitors annually at their new facility. This is an increase from 800,000 at their previous location. According to recent statistics the Science Museum had banner days of more than 12,000 for more than 3 consecutive days just after Christmas 1999. So far in their new location, a typical Saturday has 7,000 visitors and a typical Sunday has 5,000 visitors.

Science Museum visitors are family oriented. Based on their most recent quarterly survey (at the old location):

- 70% are from the 13-county Metro area.
- 55% are female and 45% are male.
- One-half come as a family group, 20-21% as a group of school children, 20% as adults without children and 7% as organized group.
- The average age is 36 years and median household income is \$58,000.
- • 85% have had at least some college.

In surveys over the years, visitors report spending \$30-35 during their trip on expenses other than at the museum. But the new facility includes a coffee shop, a snack bar and a restaurant which serve the museum's visitors whereas the previous one did not have these amenities. The vast majority of patrons arrive at the museum in private buses or automobiles.

In the future, the Science Museum anticipates having more large scale outdoor public and private events, such as corporate picnics. The museum also anticipates more organized bus tours from a larger regional market.

Existing Business Mix

The existing mix of businesses on West Seventh between Kellogg Boulevard and Grand Avenue includes:

- Medical office/services
- Destination/specialty shops: hardware, antiques (4), magic, novelty, florist
- Personal services: hair/nails, dry cleaner
- Business services: printing, graphics, law

- Restaurants: fast food (2), sit down cafe (2), sit down with liquor (4)
- Manufacturing/Production: T-shirts, woodworking, metal services
- Hotel: Day's Inn currently closed for renovation, scheduled to reopen in 2000 as a Holiday Inn Express

The majority of customers of area businesses are regional, with the hospitals being the largest draw. Seven Corners Hardware supplies tools and equipment across the metropolitan region, and Twin Cities Magic and Costume provides special effects equipment and services nationally and internationally. Antique stores reinforce the historic nature of the buildings along West Seventh. Pressure on rental rates may encourage higher margin goods and services to displace these users.

If antiques are to be a specialty of the Gateway, significant foot traffic, low rents or higher value items, and wealthier clientele are required. A closer examination of the viability of West Seventh as an antiques cluster may be required. An art gallery with pieces of significant value on West Seventh just closed. Another negative trend pointed out by the real estate panel about the viability of retail along West Seventh includes the recent relocation of a novelty/fantasy store to West Seventh from downtown. Special efforts to target and recruit appropriate businesses to West Seventh will be needed to maintain and upgrade the retail and service mix.

A survey of business owners was conducted during the Summer of 1999 by the City of Saint Paul's Department of Planning and Economic Development. For those businesses other than the hospitals, key findings include:

- A majority of the businesses and their sites are locally owned.
- They are small businesses with less than 5 full and part-time employees.
- The business owners have a great deal of commitment and loyalty to their locations and the neighborhood. Almost half have been located here for more than 16 years, while 30% have been here 5 years or less.
- They appreciate their customers, the historic character of the area (buildings, street lighting) and desire more quality stores (110 chains).
- They generally feel that the area is safe, clean and easily accessible.
- They provide off-street parking for their employees, often cooperating with nearby business and property owners.

Business owners are concerned about parking (quantity and enforcement), increasing rents and taxes due to development pressures, compatibility of uses along the street, undesirable street life, truck traffic/air quality, highway access, keeping local streets free of congestion during events, and poor communication with the City regarding development activities and plans.

Sixty-five percent (65%) see the entertainment/education complex as a boost to their businesses. Three business owners, two of which are non-conforming manufacturing uses, expect to relocate due to their need to expand. Other business expansion proposals and ideas were also offered, including magic shows as an attraction with a training facility and performances. Another business is thinking about a non-gambling black jack venue. Plans and proposals for restaurant expansions are mentioned below. [A more detailed summary of

the business survey is included in the Appendix of this report.]

Analysis of rental data provided by 10 commercial building and site tenants along West Seventh suggests an average rental rate (assumed to be triple net) of \$7.66 per square foot. Rates in Saint Paul range from \$10-60 per square foot for retail, \$12-20 per square foot for Class A office space, \$7-15 for Class B and \$30 for medical office. These are consistently lower rates than in other parts of the metropolitan area and could attract additional commercial, retail and medical uses. However, to attract such uses to this area, substantial investment in private facility improvements, public infrastructure (parking, traffic management), urban design and promotion are needed.

Opportunities and Constraints

Retail

Redevelopment and construction of commercial and office space along West Seventh with historic, neighborhood-scale, mixed-use, pedestrian-oriented designs and interior lot parking is the favored development scenario. Retailers and services located here will cater to area residents, hospital workers/visitors and entertainment markets. On West Seventh Street, smaller, more locally-owned retailers are in greater demand than big-box corporate-owned formats. Additional retail proposed for the transit/parking facility on the east side of Seven Corners should cater more to sports bars, sports-oriented specialty shops. CB Ellis, a major commercial real estate brokerage reports the current vacancy rate for community retail space in Minneapolis-St. Paul as 5.72% as compared with 8.65% for space in regional malls.

Retail will continue to expand in the downtown area. However, that market is somewhat tight at the moment. In his recent market study for downtown Saint Paul, Robert Gibbs projected

a market gap of 5,000 square feet of grocery convenience stores, 3,500 square feet of retail in toys, crafts and hobbies and 5,000 square feet of household accessories (antiques, art, kitchen etc.). These may also be appropriate retail uses for the redeveloped Seven Corners Gateway. Additional retail proposed for the transit/parking facility on the east side of Seven Corners should cater more to sports bars, sports-oriented specialty shops.

Bars and Restaurants

Ray Chandler, the Arena project manager, projects that roughly one-half — 9,250 — of the hockey fans will remain in the downtown after the game; of those, half will be drawn to bars and restaurants in the downtown and half will remain in the Seven Corners Gateway area. Downtown Saint Paul currently has 36 restaurants licensed with on-sale liquor. The Gibbs market analysis of downtown commercial markets estimated a gap in the market for 35,700 square feet of restaurants with liquor (8 establishments). Within the Seven Corners Gateway, other bars and restaurants are currently under development or proposed — McGovern's expansion (200 seats), Vine Park Brewery completion (130 seats).

Given these conditions and assumptions, there will be additional pressure for bars and restaurants in the area. However, none can be sustained on a market of 41 nights per year. Furthermore, with few development sites for additional eating/drinking establishments within the Seven Corners Gateway, the opportunities are self-limiting. There is also a proposal to build 25,000 square feet of commercial/retail in the transit/parking facility. This site would be most appropriate for sports bars, restaurants and national chains. Restaurants that can also cater to commuters, medical workers, visitors to the

medical campus and residents are most likely to succeed further down West Seventh Street. Over time, the split in post-game traffic will probably grow to favor downtown or new restaurant/bar offerings immediately adjacent to the Arena.

Office

There will continue to be demand for medical office and business services within the existing and proposed new commercial buildings along West Seventh, if parking can be accommodated. Potential opportunities include support services for the Medical Campus, specialty after-care clinics and general business (lawyers, accountants, insurance).

Hotels

The Gibbs market analysis suggests a need for an additional 1,000 hotel rooms in downtown in order to attract larger conferences and conventions. However, the market demand for hotel rooms and the hospitality vacancy rates are currently not sufficient to warrant such major investments. Recently, FED received a proposal for a 117-room extended stay facility within the Seven Corners Gateway. This facility would add to the supply of hotel rooms of the city, and would enhance the neighborhood feel and local buying power (groceries and sundries) of the area. [Refer to the Entertainment/Education Complex Projections of Use Table for tourist numbers.]

Housing

The housing market is very tight in this area, which enhances opportunities for new housing within the Seven Corners Gateway. The downtown vacancy rate is reported to be 1.1% in 1999, compared to 5.7% in 1996. Experts expect an increase over the existing 2500 units in construction within downtown within the next 5 years. Projections are to add 1,400 to 1,900 units in the next 10 years. MLS sales data for 1998 and 1999

(January to June) show a stronger market in the Seven Corners Gateway than downtown.

	Median Price (# of units) 1998	Median Price (# of units) 1999	Increase from previous year's med. price
Downtown Condos	\$78,000 (71)	\$72,500 (21)	(7.1%)
St. Clair/W. Seventh	\$76,000 (96)	\$81,000 (42)	5.9%
Saint Paul Total	\$88,000 (n.a.)	\$97,900 (1,389)	11.3%

Source: St. Paul Area Association of Realtors and RMLST

According to the West Seventh Fort Road Federation, River Heights, a townhouse development south of the Gateway area with units in the \$120,000-150,000 range, experienced a high rate of pre-sales, with 20 of the 22 units reserved. In addition, studies show a strong senior market and a well-managed subsidized rental complex within the Gateway area. Increased housing units mean more buying power for neighborhood goods and services, such as groceries and drugs, and increased pedestrian traffic. Discussion during the charrette centered on an increase of 50% in the number of housing units in the Seven Corners Gateway, including apartments and condos, live/work townhouse with attached garages and townhouse with detached garages. While some of these may be suitable for young families, many are attractive to young professionals and empty nesters.

Recommendations:

The City and the community should adopt a balanced development program for the Seven Corners Gateway and

mobilize key actors such as the business association, the Fort Road Federation, and Saint Paul PED (among others) to build immediately-feasible pieces of the Plan within the next 2-3 years. Demonstrating the commitment to revitalize the Gateway can be best accomplished through beginning with a few catalyst projects. When there is visible evidence of investment activity and place-making here, the area becomes attractive to additional investors in property, business and housing. It also becomes attractive to local citizens and visitors as an popular place to be.

The City should continue including existing business and property owners in the planning and redevelopment of the Gateway area. Using incentives for parking, STAR tax proceeds or other funds for building projects consistent with the predominant urban and architectural precedents can guide incremental development towards a coherent urban village environment.

The local community should continue promotional activities, such as the fall parade. Marketing existing spaces and development opportunities to desired businesses, and creating new mechanisms to manage local retail and neighborhood events promotes all uses within the Gateway.

The business community should encourage more shopping and hospitality opportunities among the 40,000 downtown workers through targeted advertising and discount opportunities. Employees wishing to extend their day for shopping entertainment and dining should be aware of the Seven Corners Gateway as an additional choice for these purposes.

The City and the community should monitor the mix of uses within the Gateway in straight-forward, responsible way.

Extensive bar and restaurant activity in the vicinity of the hospital, neighborhood, and local commercial establishments could deter more residential and commercial development dedicated to completing a vital and balanced urban village. Therefore, incremental development of infill sites, redevelopment and adaptive reuse of existing sites along West Seventh Street should balance the commercial needs of the Irvine Park neighborhood, the Medical Campus and the entertainment complex. At any time in the Gateway's evolution, there should be some entity that oversees this balance and supports new businesses that reinforce this balance.

The City, the hospitals, and the local community should explore additional incentives for shared parking throughout the Gateway. There are opportunities to use existing parking spaces for different activities that occur during different times of the day if managed thoughtfully. As stated in the beginning of the Plan, more surface parking lots means less opportunities to build buildings that improve the area's sense of place. A "parking utility," or a similar entity should be formed to manage the parking supply during different times of the day, pricing, and locations for new parking supplies as more businesses come on line along the West Seventh Street corridor. Financing considerations of existing parking supplies, as well as proposed new parking buildings owned by United and Children's hospitals, should be evaluated to ensure that shared parking opportunities in these facilities are preserved and increased.

The ease and accessibility to the Gateway by transit is a fundamental component of reducing parking requirements. As more trips from other parts of the city can be accommodated through bus, and potentially light rail in the future, the less

demand there will be on parking spaces to support additional office, retail and restaurant uses along West Seventh Street. The City and the local community should encourage Metro Transit to build user-friendly transit stops within the Gateway that demonstrate that transit is a safe, comfortable and dignified means of travel.

IV. IMPLEMENTATION

The previous sections described the existing conditions, opportunities and constraints, as well as the recommendations appropriate to each component of the Plan. Each section of the Plan contains a response to the Charrette's original objectives. The itemized recommendations in the Executive Summary specify policy directives and action steps for enhancing the Seven Corners Gateway urban village.

The specific recommendations cover a variety of topic areas that require attention by various agencies of the City of Saint Paul, local residents and business owners, United and Children's hospitals, and other members of the Gateway community. Their implementation will require cooperation among the City and all Seven Corners community members. Several implementation strategies should be explored as a means for furthering the more detailed recommendations stated previously.

1. The City's existing Zoning Code primarily regulates land use. It does not address the finer details of massing, configuration, scale, character, street relationship, etc. In the mixed-use environment of the Gateway, both an appropriate arrangement of uses and the aesthetics of the architecture are important to the environmental character being created.

For this reason, one implementation strategy is to create a design review district, incorporating the Urban and Architectural Standards found in the Appendix of this Plan. These standards, whether adopted as mandatory Zoning Code regulations or as suggestive guidelines, have the

capacity to shape new development throughout the Main Street Corridor and Irvine Park Neighborhood, such that each new construction project contributes to the place-making of the Gateway urban village. These standards apply to only those characteristics that are absolutely essential to maintaining the urban integrity of the Gateway, leaving specific building uses and the internal development program to the owner's desires and the underlying Zoning Code regulations. Recognizing that creation of a design review district may not meet the more immediate need for urban design guidance for projects in the Gateway, the design standards in this Plan should be used in the interim to guide new development. The longer-term strategy should be eventual creation of a design review district.

2. Parking must be considered fundamental infrastructure of the Gateway. This area was built to be serviced by public transit more than automobile movement and parking. Therefore, if the Seven Corners Gateway is to maintain its pedestrian-friendly environment, consolidation of parking spaces towards the center of blocks, perhaps in a structured format, is necessary.

To consolidate parking in an orderly fashion, a parking utility will be necessary to construct and maintain ample, convenient parking for the patrons of existing and future businesses. In this way, the parking becomes part of the redevelopment infrastructure as much as roadway improvements, tree planting, streetscape lighting and furniture installation, and utility improvements.

A fundamental component of the parking utility is to partner with United and Children's hospitals for shared use of parking spaces in the Gold, Blue and Red ramps.

Evenings and weekends are the times when employee parking demand lessens and entertainment, hospitality and shopping parking demand increases.

3. Development of the Seam (the area east of Chestnut Street) requires more attention to building components that can join the Seven Corners Gateway and the downtown at a pedestrian scale.

A retail and hospitality component of the Smith Avenue Transit Hub is currently being considered by the City. Its design and development will have a significant impact on the pedestrian quality of West Seventh Street, as well as the comfort and convenience of the street connection between parking and the entertainment venues to the south.

But the transit/parking facility is only one component of the Seam. Because this area was not part of the original study area, the Seam will require its own urban design study where it is considered in conjunction with adjacent uses. The recommendations of this Plan, the development program of the transit/parking facility, potential business and hospitality interests of existing landowners along Chestnut Street, the change in grade elevations and bedrock foundations, and the need to preserve a view corridor to the Capitol, are all inter-related issues that require more study and urban design attention.

4. Creation of a business association (either as a new entity or subset of the West End Business and Professional Association) would assist in monitoring development consistent with the recommendations of the Plan. The business association would work specifically on

commercial development, business retention and expansion, cooperative marketing, cooperation with Irvine Park residents, and parking and traffic issues for the Seventh Street corridor. Among its many monitoring functions, it would provide the City up-to-date information, particularly in regard to cooperative development opportunities, as well site and architectural critique of proposed public and private development projects within the Gateway. Another function would be to market key redevelopment sites, such as the site of the recently demolished Mannheimer house and the potential redevelopment site to the west.

5. The Lower Cathedral Hill Plan described significant view corridors between the Cathedral, Capitol and Mississippi River. The Seven Corners Gateway lies within this view corridor. The lower Cathedral Hill Plan should be re-visited to ensure the view corridors identified in the Lower Cathedral Hill Plan are being preserved with each new increment of development within the Gateway.
6. The City should make a deliberate effort to work in partnership with private sector owners and developers to ensure development opportunities are made available for new housing in the Irvine Park neighborhood. Whether the housing types be apartments, townhouse or live-work units, the City should be actively engaged in attracting housing development consistent with the Gateway urban village vision.
7. The City's Public Works Department should undertake a multi-year streetscape improvement program for West Seventh Street from Kellogg Boulevard to Grand Avenue

that includes traffic flow enhancement, street furniture, plantings and lighting.

Appendix

Acknowledgements

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Sponsors

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Councilmember Chris Coleman
Saint Paul on the Mississippi Design Center
Saint Paul Department of Planning & Economic Development
Saint Paul Riverfront Corporation
West 7th/Fort Road Federation
West End Business Revitalization Corporation

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Urban Standards

(for copies, call 651.266.6560)

Architectural Standards

(for copies, call 651.266.6560)

Citizen Workshop Note Cards

Question 1: Name one of your favorite memories of W. 7th Neighborhood?

Italian Restaurant off 7 corners
My favorite memory is graduating the old Jefferson School at Sherman and Pleasant Avenue
"7 Corners" as a hub of activity, getting the bus here, etc.
Climbing the wall from the RR tracks up to Irvine Park
Shopping at 7 Corners Hardware Store and Twin Cities Magic and Costume
Sno Cap Drive-in
Moving into our condo with my wife. Move in weekend.
The closing of Judy K's Seven Corners Hardware
Jack's Diner on 7th near Jefferson food and train watching
Trolley (tunnel) Irvine Park Fountain Brass band concerts in Irvine Park
Antique shopping Irvine Park
Dining and entertainment
St. Paul Saints games
The day the Mannheimer house came down Walking around Irvine Park prior to attending Smithsonian exhibit
Watching my dog swim in the fountain in Irvine Park and spending evenings there in the summer
Playing with my kids in Irvine Park The levee and ——
Standing and eating pizza at the old Cosetta's Meat Market
Thesis project at Randolph/W. 7th Eating at Cosetta's
Torchlight Parade 1992
Non-alcohol bar, Jerry's Pizza
All community meeting re: violation prevention - allages and interests

Going to Irvine Park to see a play in the Park
Seven Corners
Shopping for antiques
Breakfast at the Downtowner
Going to West 7th Hardware and finding exactly what I need - every time
The Old West Seventh Community Center on Western and Superior. The spirit was great!
Was a very tough neighborhood
Irvine Park on a full moon, fall evening with the fountain flowing and the lights of downtown shining through the trees.

Question 2: What kind of commercial district would you like W. 7th Street to be?

Commercial first level, office/residential - No missing teeth
Park machine
Small businesses
Mixed use/ specialty-things different from other areas
Small retail shops (antiques, floral, no sports bars)
A place with an exciting nightlife and old fashioned small businesses (like the antique shops, etc.)
Restaurants, small businesses - Much as it is now
Multi-use small business street fronts similar in amenities but different appearance
Mixed use - small businesses - some service - with a grocery store
Mixed - Groceries, clothing, restaurants, hardware, medical - one area shopping
Small business, small shops with their own personality
Mixed retail
Four-season pedestrian/cafe, outdoor market/ city square
Thriving, urban, mixed-use with emphasis on neighborhood quality, not just sports bars. Mix of retail, office and cafes, possibly galleries
Antique/book stores, restaurants
Mixed services, local ownership, no "chains" - unique
Inviting, historical, pedestrian friendly
Combination of small business, family-run
Diversified businesses, small meeting, shops and service businesses
Friendly and diverse, not much different than it is today
Small, hometown like, several small shops, restaurants
Diverse retail, entertainment - no chains!
Restaurants/bars, more ethnic mix
A real mix, no trendy/ upscale/ touristy stuff, please

A diversified commercial district
Specialty shops
Varied with room for a variety of firms - hardware store, bars, antiques, restaurants, etc.
Service area for the commercial enterprises and homes, however, still maintain historic value in ambiance and character
Pedestrian friendly, varied - mix of different businesses, funky. Profitable!
I'd like it to not be a commercial district
Would like W 7th to reflect its historic nature, playing on some of its past ethnic (German, Czech, Italian, etc.) charm, i.e. German town in Columbus, Ohio
Multi "purpose" flavor: small shops, restaurants, etc., but not Pier 1, Walgreens, Kinko's, etc.
Community based, non-franchised, locally owned, a neighborhood - not just bars and restaurants
Safe, convenient, serve the neighborhood, clean, with convenient parking to small retailers as well as large
Busy, small business, diverse and lively
Business that primarily serve the residents of the neighborhood
Neighborhood and city mix of business, no chains, homegrown economy
Diversified - shopping, eating, night life, antiques, family oriented
Restaurants, giftshops, mostly small business, not Grand Ave.
Consumer friendly shops, clean

Question 3: A 40 acre study rezoned land for residential building. Who should we be building housing for and what kind should it be?

Some affordable housing and some high end town houses
We should be building small homes. Keep the home to be the flavor of the neighborhood. Single family housing
Single family homes in Irvine Park area. Middle income apartments on 7th St. (possibly high rise north of 7th St., but mostly 2 and 3 story street front buildings)
Single home/duplex, multi-level (not high-rise) for mixed income home ownership. Simple style-not the "new Victorian"
Cottage architecture, single and 2 home units with one or two senior car unites. Full income range - but not subsidized
Singles and small families. Twin homes, small houses, townhomes, etc.
Non subsidized housing (HUD), Townhomes/Condo's
Mid to upper incomes. No high-rise or low-rise, mixed single family/townhome
Build housing for mixed clientele, low income and middle class. It should include some housing for people of marginal income as well as market rate
Upper income business people, especially for those working in or around the downtown area
Mixed housing - condo's, apartments, townhouses, for high, medium, and some affordable housing
Elderly, moderate-low income mix, condo - townhouse
For people who work downtown St. Paul, townhouses, condos
Middle income residential, single family and/or townhomes, built with historic influence to reflect the neighborhood's history
Similar market of Irvine Park, Townhomes
Downtown workers, upper income ownership

Mixed income with emphasis on middle and high income single family homes and town homes
Historical looking homes or townhomes (not sure of exact area)
Live/work units and everyone
Affordable housing, multiple family housing
Mixed neighborhood, compatible with present structures
Preserve era/appeal of character build? Mixed type - singlefamily and townhomes
Home office/ residence (Chestnut, Exchange, W 7)
Townhouse, parking under
Middle class - townhomes, apartments
Should fit with neighborhood character, yet provide quality construction (single and multi) and suitable for all ages
Who: Everyone
Single family townhome - mid to upper income, with some low to high density
Mix of single family, probably some seniors given proximity of hospital, mix of owner-occupied and rental
Moderately priced, multi unit housing, apartments, condos, and townhouses for singles/couples, elderly
I'd like to see brownstone type rowhouses or townhouses consistent with what currently exists on Exchange. Build for families
Not exactly sure. Have not given much thought. My initial reaction is for families, given the proximity to the river and the Science Museum
If it is to be developed only as residential, then it should be for families or relatively high income individuals so that they can also contribute to the neighborhood
Not low income, townhouses (up-scale), "old looking" building with personality
Multi-family at a density similar to Panama Flats. Mix of some rental, some condo, priced for low to moderate income
Single family dwellings to in some way tie into the Irvine

Park neighborhood

Upper bracket, brickfront row houses

Apartment housing, if any

Mixed income, high density, mix of owner and rental

Mixed- especially moderate and low. Build for people who work here. A good percent of ownership, not just rental, make it look old like a city, not suburbs. Consider small condos

Townhouses and apartments for people in the \$30,000 plus income range

Question 4: Name two opportunities of the RiverCentre, Science Museum, and Arena complex for this area.

To share the uniqueness of both the historic district of Irvine Park
The specialty retail and food business along W 7th
Small business types/ services to cater to influx of people walking in the area
Promote area events
Grow a business district like Grand Avenue
Create a bar/restaurant "strip" - not a desirable opportunity
More exciting nightlife
Redeveloping old neighborhood (new park on Chestnut St. and possible redesign of West 7th neighborhood)
Bringing more people to downtown St. Paul
Open our River for more opportunities
Enhance city image
To do the planning right as a basis for the rest of the city
Traffic congestion (negative)
Get people to come to this area of St. Paul (positive)
Parking problems
More people visiting shops on West 7th and Irvine Park
Increased focus/ attention to geographic area
Increased "traffic" for increased influx of \$ spending and exposure to neighborhood
Bring people/tourists to the arena; hopefully for more than one activity...come again
Opportunity to stimulate growth...not parking...serve as "gateway" to St. Paul
Create a vision for new consultation
Implement design guidelines
Economic growth and business opportunities (more jobs, to help families in area) (additional revenue from bus's to reinvest into neighborhood)

The presence of many people who might be encouraged to walk around and observe the nice things that can occur at density
Many cars to vandalize (opportunity to encourage mass transit)
Education
Recreation
Wall-to-wall party at the Stanley Cup Final
Thousands of kids seeing an inner-city neighborhood that isn't the crap they seen on the nightly news (i.e. fictional myths)
More commercial visitors
Bring people to St. Paul for cultural activities
Close resource to area schools
Job opportunities on bus line
Host conventions
Community events
Diversified attendees
Multi-diversified business
Shopping
Local grocery store/market
Bring new conventions to St. Paul, specifically, craft, brewers convention
Bring national exhibits like Titanic to St. Paul
Bring in "new" \$s to St. Paul
Expand "culture" for entire state
The greatest opportunity is to bring people together into St. Paul to enjoy our great city and at the same time leave some \$ to help us grow and serve them as well as ourselves
Restaurants/bars
Shopping/retail
More evening pedestrian traffic
New visibility for families going to Science Museum to increase awareness of resources in the area
Business expansion and growth
Bring people from all over state and other states to this area

Street improvements with new street lighting
More businesses
A mixture of more homes
A mixture of more businesses
Increased pedestrian traffic for businesses
Additional business development to assist a property tax relief
A nice park to use next to the Science museum
Opportunity for some public skating at the arena??
Revenue for local business owners
Parking problems for residents
Parking
Recreation
To generate viable family type restaurants
To help create traffic for some existing businesses though the
SMM makes this easy to answer
The River Center does not provide the same kind of opportunity
that the Science museum does
Their customers can utilize the West 7th amenities (shops,
restaurants, etc.) when they're here for conventions...
Empty nester housing for Science museum volunteers
Skate sharpening business
Focus interest on development of the surrounding area
Increase in recreational opportunity within walking distance
People who work there can walk to work and live in the
neighborhood
Family centered events - weekends
Increased business on West 7th

Question 5: Where is the center of your neighborhood?

Minnesota Brewing Co.
RiverCentre-Kellogg and W 7th
Seven Corners
Day By Day Cafe
Kellogg to Grand - residents and businesses
Dairy Queen, Cosetta's, John's Antiques
Irvine Park
Irvine Park
Corner of Walnut and W 7th
Fort Road Florist, Walnut and Fort Road
United Hospital complex
7th St. and Kellogg Blvd.
Irvine Park
Cosetta's/McGoverns/7th St. Hardware
Irvine Park
7th and Chestnut
Fire Station
7th between Walnut and Chestnut
Unsure, given conflicts between auto traffic and pedestrians
Given I am located next to the MN Brewing Co. in the Brewery
neighborhood I would say Mn Brew Co.
W 7th - Cosetta's Residential - Irvine Park
The fountain in Irvine Park Chestnut and
West 7th St. Chestnut and 7th Downtowner
Cafe W 7th and Chestnut
What was formerly called "Seven Corners"
Randolph and W 7th St. Landmark Brewery
Mississippi River - Randolph-W. 7th
Irvine Park
Center of neighborhood - Grand/W 7th
Irvine Park
The center of my neighborhood is the street half way between

our house and our daughters house (Exchange and Forbes)
RiverCentre
Intersection of 7th and Chestnut
Corner of West 7th and Chestnut
Cosetta's
7th and Walnut
Salvation Army

Citizen Workshop Priority Tally

Question 1: Favorite memory of West Seventh?

Vote	Answer	Repeat
37	Irvine Park -brass band concerts, fountain, full moon, lights of downtown shining through the trees, plays, marriages	IIIIII
17	Seven Corner's Hardware - going and finding exactly what I need every time	I
9	7 Corner hub of activity /catching bus	I
9	Antique Shopping	
8	Dining/ Entertainment	
5	Playing with my kids in Irvine Park (more younger families) (Monroe School) BO/SC Public, Private	
5	Trolley (tunnel)	
4	Standing, eating pizza at old Cossetta's	
3	Eating at Cossetta's, Italian Restaurant off 7 corners (Cossetta's)	I
3	Torchlight Parade 1992	
2	Levee	
2	St. Paul Saints (Hockey)	
2	The day the Mannheim Louise House came down	
2	Snocap Drive-In (Montreal/W 7th) now 4 Seasons	

2	Climbing wall between RR tracks and Irvine Park	
1	Non-alcoholic Bar (Jerry's Pizza)	
	Watching dog swim in Irvine Park fountain on summer evenings (115-20 dogs)	
	Walking around Irvine Park before the Smithsonian Exhibit	
	Shopping at 7 Corners Hardware/Twin City Magic	
	Graduating from old Jefferson (school) Sherman/Pleasant	
	Closing of Judy K's (tavern)	
	Moving into condo (move-in weekend with wife)	
	Jack's Diner (currently at Jefferson/7 th) food and entertainment	
	The old W 7 th community center on Western and Superior	
	Breakfast at the Downtowner	
	Shopping for antiques	
	These project (Randolph/7 th)	
	Community meetings (violence prevention)	

Question 2: What kind of commercial district would you West Seventh Street to be?

Vote	Answer	Repeat
30	Mixed services, local ownership, no chains (Pier 1, Walgreens, Kinkos), unique, pedestrian friendly, profitable, funky, multi purpose flavor, small shops, restaurant	IIIIII
27	Diversified shopping, eating, nightlife, antiques, and family-oriented	IIIIII
12	Reflect historic nature, ethnic history -German, Czech, Italian, etc. (e.g. Germantown, OH)	
9	Thriving, urban, mixed use with emphasis on neighborhood quality/ services - not just sports-oriented	IIII
8	Businesses that serve residents	
4	Many small businesses/shops (interesting), serve residents	IIII
4	Commercial on first floor	
4	Medical	
3	Old-fashioned, small business, with own personality (antiques)	IIIIII
3	Four season pedestrian cafe/out door market	
2	Restaurants, bars, ethnic mix	III
2	Groceries	II
2	"Much as it is now", friendly - no different than today	I
2	Inviting, historic, pedestrian-friendly	

2	Service area for comment and homes but maintain historic value, ambiance and character	
1	Residential above	IIIIII
1	Restaurants, gift shops, small businesses – not Grand Ave.	
1	No sports bars	
	Hardware	
	Small-town like	
	Entertainment	
	Mixed use residential and business	
	Small manufacturing shops/services	
	Family-run businesses	
	Mixed retail	
	Small business with a park machine	
	Variety of room for variety of firms, hardware, bars, antiques, restaurants, etc.	
	Not to be a commercial district	
	Safe, convenient, clean, serve neighborhood – convenient parking for large and small retail	
	Consumer friendly shops – clean	
	Exciting nightlife	
	Clothing	
	Diverse shop fronts	

Question 3: Who should we build residential development for and what types of units?

Vote	Answer	Repeat
25	Mixed income with emphasis on middle and high income - single family and townhomes	IIIIIIII
25	Tie-in with Irvine park area, mixed neighborhood/compatible with present structures, preserve character	III
12	Middle income residential, single family and /or townhomes built with historic influence	II
10	Apartments over shops (2-3 levels)	
8	Brick front rowhouses /townhouses, parking underground	IIIIII
6	Mixed: moderate and low incomes	IIIIIIII
6	Home /office residence	
4	Small families	I
3	Build for people who work in neighborhood, downtown area	III
2	Single family houses - small	IIIIII

2	Multi-family similar density of Panama Flats	III
2	For all ages, mixed	III
2	Make it look old like city /not suburbs, historical (homes, townhomes)	II
2	For elderly	I
1	Non-subsidized	II
1	High, medium, some affordable condos, apartments, townhouses	
1	Brownstone rowhouses, e.g. Exchange	
	Duplex	III
	Rental and for sale: Condos	II
	Apartment housing	II
	Singles, couples, elderly	I
	Singles, families, seniors	I
	Quality construction	
	Simple, cottage- style (not new Victorian)	
	Dense (more than Sherman Forbes)	

Question 4: Name two opportunities of the RiverCentre, Science Museum and Arena for this area?

Vote	Answer	Repeat
20	Family-centered events - weekends increased business on W. 7th	I
17	Small businesses, catering to the neighborhood, specialty retail and food	III
13	Nice park next to Science Museum	
12	Thousands of kids seeing positive inner city neighborhood	
7	Night life	
6	Their customers can use W. 7th amenities (shops, restaurants, etc.)	
4	Parking problems for residents	II
4	Create a vision for new construction and implement design guidelines	
4	Shopping, retail	
3	New visibility for families (to increase awareness of area resources)	
3	Diversified attendees	
2	More people (W. 7th and Irvine Park)	IIII
2	Bring people together in St. Paul to enjoy our city from state /country	II
2	City image - enhance, promotion	I
2	Focus interest on development of surrounding area	
2	Wall-to-wall party like at Stanley Cup Final	
2	More evening pedestrian traffic	
2	Bring new conventions to St. Paul - e.g. craft, brewers	
2	Local grocery store/market	
1	Model for rest of St. Paul	
1	Additional business development to assist with property tax relief	

1	People who work there can walk to work and live in the neighborhood	
1	Close resource to area schools	
1	Expand culture for entire state	
1	Diversity of businesses	
	Increase pedestrian traffic for businesses	II
	Leave dollars to help us grown and serve them (and ourselves)	I
	Increase in recreation opportunity within walking distance	I
	“Grand Ave” style business district	I
	New park Chestnut and Ryan	
	Open up river	
	Negative opportunity	
	Public skating at the arena	
	More homes	
	Street improvements with new lighting	
	Family type restaurants	
	Empty nester housing for Science Museum volunteers	
	Skate sharpening business	
	Job opportunities	
	Many cars to vandalize	
	Opportunity to encourage mass transit	
	Community events	
	National exhibits – e.g. Titanic	

Question 5: Where is the center of your neighborhood?

Vote	Answer	Repeat
38	W. 7th and Chestnut (Cossetta's, McGovern's, Hardware)	IIIIIIII
25	Irvine Park (fountain)	IIIII
24	W. 7th and Walnut	II
7	W. 7th and Kellogg	
4	Minnesota Brewing (W. 7th and Jefferson)	II
4	Seven Corners	I
4	Day By Day Cafe	
2	Fire station	
2	Dairy Queen, Cossetta's and John's Antiques	
2	Kellogg to Grand - residences and businesses	
1	Salvation Army (Smith and W. 7th)	
1	United Hospital Complex	
1	Fort Road Florist (Walnut and Ft. Road)	
	River Centre	II
	Randolph/7th	II
	Mississippi River	
	Grand and W. 7th	
	Exchange /Forbes	
	Downtowner Cafe	

Business Survey Summary Memo

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